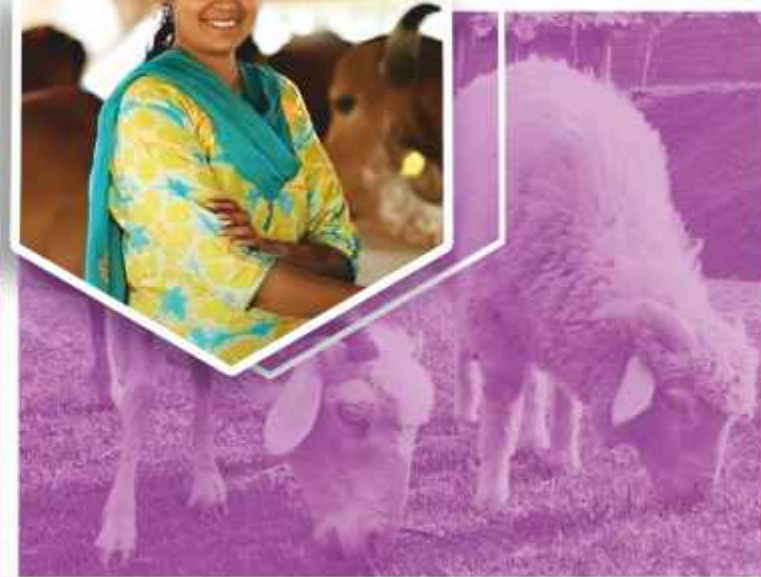




# Farming Futures: Celebrating 101 Women Success Stories in Livestock Sector



Department of Animal Husbandry and Dairying  
Ministry of Fisheries, Animal Husbandry and Dairying  
Government of India







**Department of Animal Husbandry and Dairying**  
**Ministry of Fisheries, Animal Husbandry and Dairying**  
**Government of India**







### MESSAGE

It gives me immense pleasure to present the Coffee Table Book "**Farming Futures : Celebrating 101 Women Success Stories in Livestock Sector**". The Department of Animal Husbandry and Dairying through its relentless efforts has ensured that the livestock of the country, the 'Pashu Dhan' is healthy, free-from disease, receive adequate nutrition from appropriate feed and fodder crops.

Notably, India has a vast resource of livestock population totalling upto 536.76 million. The sheer scale of livestock populace presents a unique opportunity for the Department of Animal Husbandry and Dairying.

It has been observed women play a significant role at the core of Livestock production. Through their compassion, Women livestock farmers have been rearing all small and large ruminants across countries.

Through this Coffee Table Book, we intend to acknowledge the women champions across country whose perseverance has been a game changer for their community. These 101 Women have not only risen above adversities but also have achieved their dreams. Their efforts have established them as a contributor to their family and Nation's income, increased their confidence and recognition as an entrepreneur.

I am confident that these 101 women's success stories will inspire women entrepreneurship especially to excel in their journey.

**(Rajiv Ranjan Singh)**



### MESSAGE

Women in India's livestock sector are not just contributors; they are emerging as leaders driving transformative change. Their journey from empowerment to leadership has been marked by their increasing involvement in decision-making, innovation, and entrepreneurship. This shift from traditional roles to positions of leadership underscores the significant impact women have on the growth and sustainability of the sector.

This coffee table book, "**Farming Futures : Celebrating 101 Women Success Stories in Livestock Sector**" highlights how women-led development is transforming the landscape. These stories reflect the diverse ways in which women are spearheading change-by enhancing productivity, introducing sustainable practices, and driving economic growth in rural areas. Their leadership is not only advancing their own success but is also catalysing broader social and economic development.

The Government of India is committed to creating opportunities where women can continue to lead and shape the future of livestock and dairying. This book stands as a powerful testament to the potential of women-led development, and I extend my congratulations to everyone who has contributed to bringing these inspiring stories to life.

शशि बघेल

(Prof. S.P. Singh Baghel)





### MESSAGE

Women have been the backbone of India's animal husbandry and dairying sector, playing a pivotal role in its growth and success. Contributing nearly 70% of the workforce in this sector, their dedication and hard work have been instrumental in positioning India as the world's largest milk producer, significantly impacting the rural economy and enhancing food security.

This coffee table book, "**Farming Futures : Celebrating 101 Women Success Stories in Livestock Sector**" highlights the remarkable achievements of women who have, through their leadership and innovation, uplifted their regions and contributed to the sustainable development of the livestock sector. Their stories are a testament to the transformative impact women have in driving progress and prosperity in their communities.

As we continue to advance the sector, it is vital to recognize and support the contributions of these women. I extend my sincere appreciation to all those who made this book possible. It serves not only as a celebration of their success but also as an inspiration for future generations to further empower women in animal husbandry and dairying.

  
(Alka Upadhyaya)



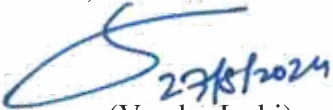
### MESSAGE

Women empowerment is a pivotal focus for the Government of India. The Department of Animal Husbandry and Dairying (DAHD) believes in creating opportunities for employment via its various programmes.

Introduction of entrepreneurship development programmes through National Livestock Mission and Rashtriya Gokul Mission by providing direct 50% subsidies to eligible entities has made a paradigm shift in the livestock sector. This is helping in diversification of income sources and promotes financial inclusion. In the long run, this allows women to take the centre stage, secures their agency and empowers them to make decision independently.

The 101 identified beneficiaries in the Coffee Table Book: "**Farming Futures : Celebrating 101 Women Success Stories in Livestock Sector**", are serving an example to the women in their communities. Their limited resources didn't hinder their bold spirit. Their vision to transform, their desire to grow are reflected via their revenue, and fully functional businesses, which generated employment opportunities for others. The Department of Animal Husbandry and Dairying is determined to support more such women with opportunities and provide them with platform for growth.

By highlighting these success stories, we acknowledge the contributions of women, and renew our commitment to promote gender equality.

  
(Varsha Joshi)







# *From Humble Beginnings to Extraordinary Success*



A SUCCESS STORY OF  
**MRS. SHOBHA DANGI**  
RAJGARH DISTRICT  
**MADHYA PRADESH**

**M**rs. Shobha Dangi has transformed her life from seasonal agriculture farming to building a successful goat enterprise. By embracing traditional animal husbandry, Shobha established a goat rearing unit with a capacity for 525 goats, with the help of a substantial ₹ 50 lakh subsidy from the National Livestock Mission. This financial support from the Department of



Animal Husbandry and Dairying was pivotal in overcoming initial challenges.

Now, Shobha's goat farming venture generates an impressive annual revenue of ₹ 18 lakh and provides employment for 15 locals. Her success has not only improved her own financial stability but also created opportunities for others in her community.



Shobha Dangi's journey is a testament to how traditional practices, supported by modern schemes, can yield remarkable results and inspire other seasonal farmers to explore similar paths.

# *Against All Odds: Sai Srinivasa's Success Story*



A SUCCESS STORY OF  
**SRI SAISRINIVASA**  
JOINT LIABILITY GROUP (JLG),  
KAMBAMPADU, NTR  
**ANDHRA PRADESH**

**T**he Sri Saisrinivasa Joint Liability Group (JLG) from Kambampadu, NTR, Andhra Pradesh, embarked on an exciting journey into dairy farming. With the help of Department of Animal Husbandry & Dairying the group decided to launch their dairy farm, initially purchasing 21 Sahiwal cows. They put in efforts by cultivating 5 acres of land for growing green and dry fodder to ensure a



steady feed supply throughout the year. Focused on branding their dairy products as organic, the JLG farmers have successfully marketed milk and dairy items while promoting organic farming practices. The department played a crucial role by providing guidance, facilitating market access, and offering training on best practices such as hygiene, animal care,



and feed management. Through exposure visits and awareness camps, they learned effective marketing techniques and organic branding strategies. Selling their produce at local GoPushti stalls has significantly boosted their income, with earnings rising by 30-40% in just a year.

# *A Golfer's pursuit for sustainability*



A SUCCESS STORY OF  
**MS. VAISHAVI SINHA  
BHASIN**  
GREATER NOIDA  
**UTTAR PRADESH**

**V**aishavi Sinha Bhasin, founded Shoonya Farms, is revolutionizing India's organic food landscape with a mission to empower local farmers. Vaishavi's passion for health and lifestyle led her to embrace chemical-free, natural farming. At Shoonya Farms in Greater Noida, she manages over 250 high-pedigree cows from breeds like Gir, Sahiwal, and Tharparkar. Starting an indigenous cow-based



farm in an urban area was a formidable challenge due to the scarcity of indigenous cows and farmers' reluctance to adopt natural methods. Vaishavi overcame these hurdles by collaborating with various FPOs, helping hundreds of farmers improve quality measures and marketing strategies. She also tackled the sandy soil of her farm by using cow manure and



organic solutions to enhance soil fertility, yielding promising results after three years. Vaishavi's perseverance not only improved farmer incomes through reduced costs and better produce quality but also contributed to preserving native cow breeds and combating soil desertification.

# *Software Engineer turned to successful the Dairy Farmer*



A SUCCESS STORY OF  
**MS. RINKALBEN PATEL**  
KHEDA  
GUJARAT

**M**s. Rinkalben Jigneshbhai Patel, a former software engineer, embarked on an extraordinary journey into the world of dairy farming. Leaving her corporate career behind, she ventured into the livestock sector, where she now stands out as a successful dairy farmer. Starting with 15 Gir cows on rented land, her mission



was to conserve this indigenous breed while embracing modern technology.

Ms. Patel's farm is a model of innovation, utilizing advanced machinery to grow organic crops and fodder. She has ingeniously repurposed cow dung into valuable products such as compost, decorative items, and incense sticks. Her focus on producing high-quality A2 milk and value-added products like ghee, which



can be preserved and transported easily, has not only enhanced her farm's profitability but also contributed to sustainable practices.

In recognition of her achievements, she was awarded the "Best Livestock Keeper State Award" for FY 2021-22, along with a prize of Rs 20,000. Ms. Patel's success story and innovative techniques have made her a role model for aspiring women.

# Story of Transformation



A SUCCESS STORY OF

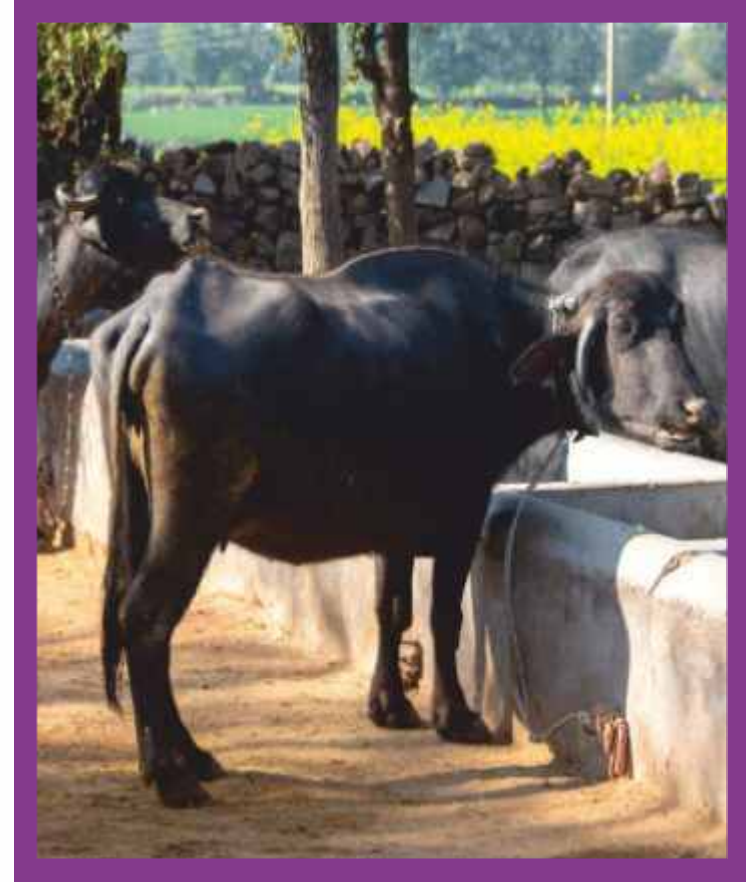
**REKHA BAI**

BHOPAL

**MADHYA PRADESH**

**R**ekha Bai was interested in the Nandi Shala scheme of Department of Animal Husbandry and Dairying and a central government's welfare schemes. She applied for a breeding indigenous described bull on subsidy. Rekha took advantage of the incentives given by the department to promote indigenous breed animals and succeeded in earning additional financial income.

With the support from the scheme, Rekha received the Murrah bull. She successfully bred her six buffaloes with the bull, producing valuable offspring of indigenous breeds. She inspired and encouraged others in her village to follow suit, helping them breed their buffaloes.



Rekha not only enhanced her own income through the sale and purchase of the buffaloes but also became a beacon of financial empowerment. Her achievements have sparked a wave of inspiration among local women.



# *Self-Reliance coupled with training led her to Success*

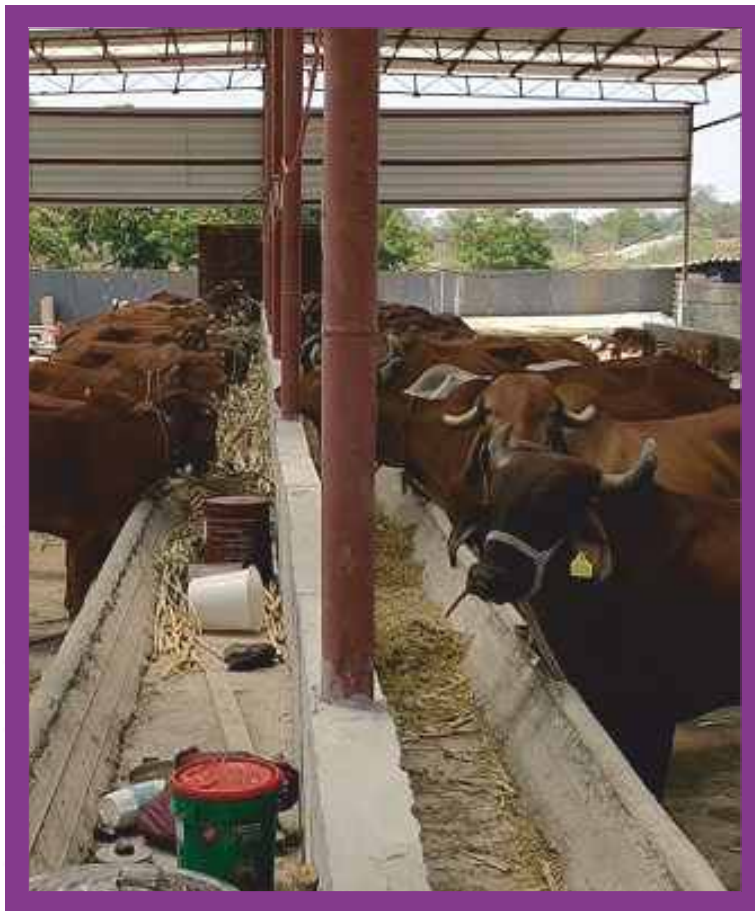


A SUCCESS STORY OF  
**SMT. NIRUPABEN PARESHBHAI FALDU**  
UPLETA, RAJKOT  
**GUJARAT**

**S**mt. Nirupaben Pareshbhai Faldu, a former homemaker, faced an unexpected turn when her husband's demise due to COVID-19 left her financially struggling. In the midst of her crisis, a workshop by the Department of Animal Husbandry & Dairying connected her with Veterinary Officer who introduced her to dairy farming.

With no prior experience, Nirupaben participated in training programs and campaigns organized by the department. She learned to incorporate modern technologies such as fans and sprinklers to protect her cattle from heat, and she used balanced feed, and vaccinations to ensure their health.

Her commitment to maintaining high standards



of hygiene and quality paid off. She now successfully operates a farm with 52 animals, including 30 milking cows, selling Gir cow milk for ₹ 70 per liter and buffalo milk for Rs. 80 per liter. Despite the hardships, Nirupaben's journey from homemaker to thriving dairy entrepreneur exemplifies resilience and self-reliance.

# *Backyard Poultry as a catalyst for change*



A SUCCESS STORY OF

**PI. RAMSANGZELI**

MELRIAT

**MIZORAM**

**P**i Ramsangzeli once struggled to make ends meet as a vegetable vendor with an average income of just ₹9,000. She took a bold step to change her fortunes by starting a poultry venture in her backyard. She was selected for the NLM-IPPP Broiler Farming program by the Department of Animal Husbandry and Veterinary Services.



With ₹70,875 in financial assistance from the NLM Innovative Poultry Productivity Project, Pi Ramsangzeli launched her small-scale broiler farm. The training sessions, workshops, and farmer tours organized by the department provided her with the knowledge needed to overcome challenges and optimize production. As she began selling her poultry through her



small shop, her income rose significantly. Now, she earns ₹17,000 per month, achieving financial independence and significantly improving her family's well-being.

# *A home maker turned Entrepreneur – Inspiring Story of Self-Reliance*



A SUCCESS STORY OF  
**MRS. NAI SONALBEN DINESH JORAJI**  
AAGTHALA, BANASKANTHA  
**GUJARAT**

**M**rs. Nai Sonalben Dinesh Joraji, a homemaker struggling with a modest family income, found a transformative opportunity through a meeting with Banas Dairy and Department of Animal Husbandry & Dairying officials. They informed her about government interest subsidies for setting up a small dairy farm, sparking her decision to enter the dairy sector.



With guidance from the department, Sonalben applied for a loan to establish her dairy unit. Her application for ₹ 2,50,800 was approved, and she received an additional subsidy of ₹ 48,000. With these funds, she purchased 12 milch cows, constructed a shed, and invested in essential equipment like milking machine, fogger system etc. to ensure her animals' well-being and farm hygiene.



Now, Sonalben's dairy operation produces around 90 liters of milk daily, earning her approximately ₹ 90,000 per month with savings of ₹ 40,000. Her successful expansion, increasing daily production to 120 liters, highlights her resilience and entrepreneurial spirit. Sonalben's journey from homemaker to thriving dairy farmer serves as an inspiring example of self-reliance and economic empowerment.

# *A story of Transformation*



A SUCCESS STORY OF  
**G. LALITHAMMA**  
BUGGA NATURALS  
JOINT LIABILITY GROUP  
**ANDHRA PRADESH**

**G**. Lalithamma, a pioneering force in dairy farming, began her journey in 2014 with a modest dairy farm of 10 animals. Her vast experience and relentless dedication propelled her farm to grow substantially, eventually managing a herd of 60 buffalos. In October 2021, Lalithamma further demonstrated her leadership by establishing Bugga Naturals Joint Liability Group (JLG), which has since thrived despite various challenges.

Lalithamma's passion for dairy farming and support extended by AH department of Government of Andhra Pradesh through Local Breed Cow Conservation Scheme (Desi Cow) specifically with Gir cows. She formed a



Joint Liability Group (JLG) with four other individuals. Lalithamma with the support of Other members followed the Semi intensive method of feeding of Cattle. Apart from Milk production the members of group also started preparing Panchagavya with the dung and urine of the animals and started cultivating the fodder in 10 acres of land under Natural Farming. This also helped not only the financial position of the members of the group but also created awareness on sustainable agriculture practice. Through all these efforts, they also successfully established an outlet under the brand name “BUGGA MILK.”



Lalithamma’s journey has been a beacon of inspiration to other farmers and youth in the region. Her success has motivated many to transition to livestock rearing, improving their financial status and showcasing the potential of dedicated agricultural entrepreneurship. Lalithamma’s story exemplifies the impact of hard work, innovation, and community support in transforming lives and livelihoods.

Improved Milk production and Financial Position of members of the group, Propagation of Natural Farming, awareness creation and conservation of indigenous breeds.



# Story of Transformation

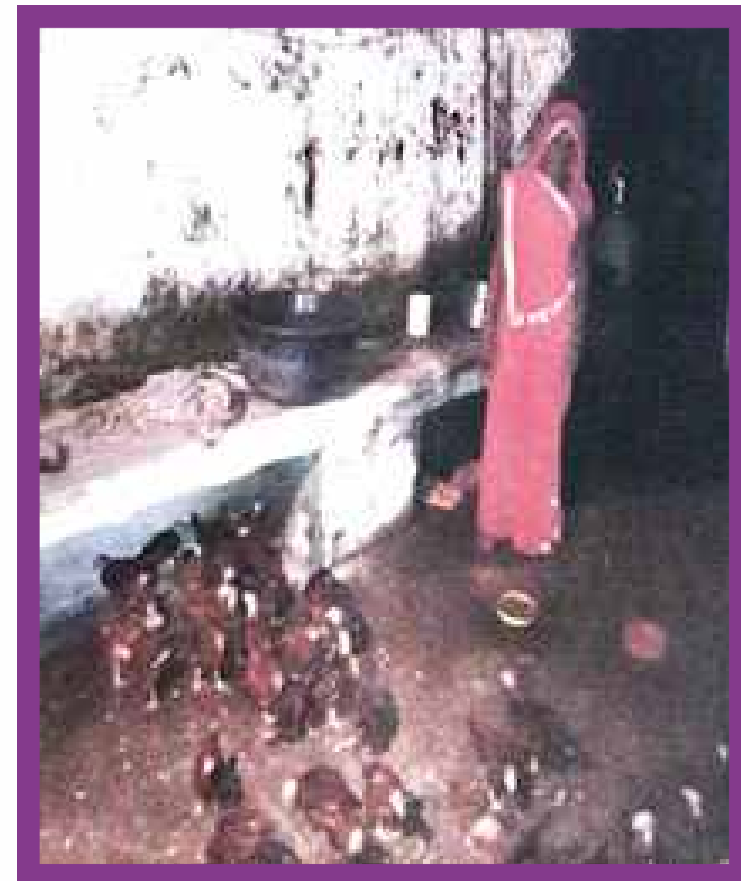


A SUCCESS STORY OF  
**RAJKUMARI**  
SAGAR  
**MADHYA PRADESH**

**R**ajkumari once toiled as a contract laborer, struggling to provide for her children. Seeking a way to boost her family's income, she turned to poultry farming, which promised flexibility and additional earnings.

Rajkumari got to know about the Kadaknath Poultry Farming Scheme through local Veterinary hospital.

Eager to improve her situation, she applied and contributed ₹ 556 to receive 40 Kadaknath chicks. The scheme not only provided her with chicks but also offered essential training, technical guidance, and practical tips to ensure her success in poultry business.



Rajkumari began raising her chickens, producing eggs that significantly improved her children's nutrition. Additionally, selling the chickens in the market generated extra income, enhancing her family's financial stability.

# *Achieving Financial Stability by Determination*

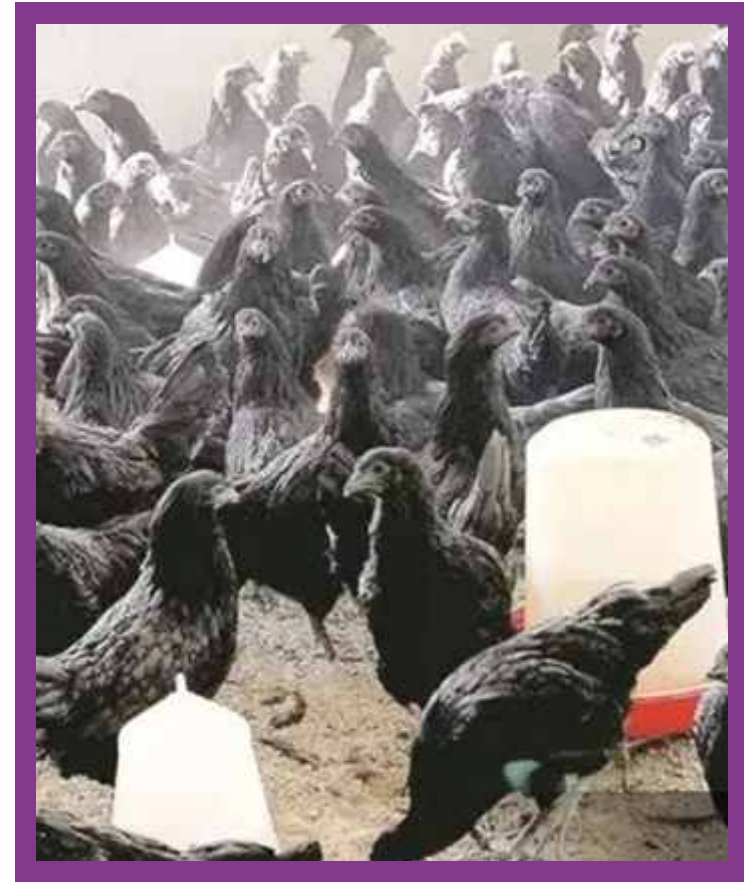


A SUCCESS STORY OF  
**SMT. SHARDA KAMAL SINGH**  
BHURIMATI, JHABHUA  
**MADHYA PRADESH**

**S**mt. Sharda Kamal Singh faced financial struggles while juggling farming and working as a construction labourer. Despite her limited resources, she was determined to uplift her family's circumstances. In 2018, Sharda discovered the "Rajya Poshit Yojna," a government initiative for poultry farming that offered both financial aid and technical training. Seizing this opportunity, she received 40 Kadaknath chickens and embarked on a new journey.



Through sheer hard work and dedication, she expanded her farm, supplying eggs and chicken meat to the local market. Her poultry venture not only provided a stable income for her family but also created economic opportunities for others in her village.



Sharda's success story showcases how perseverance and leveraging available support can lead to significant and sustainable change.

# *Transforming life via Goat Rearing*

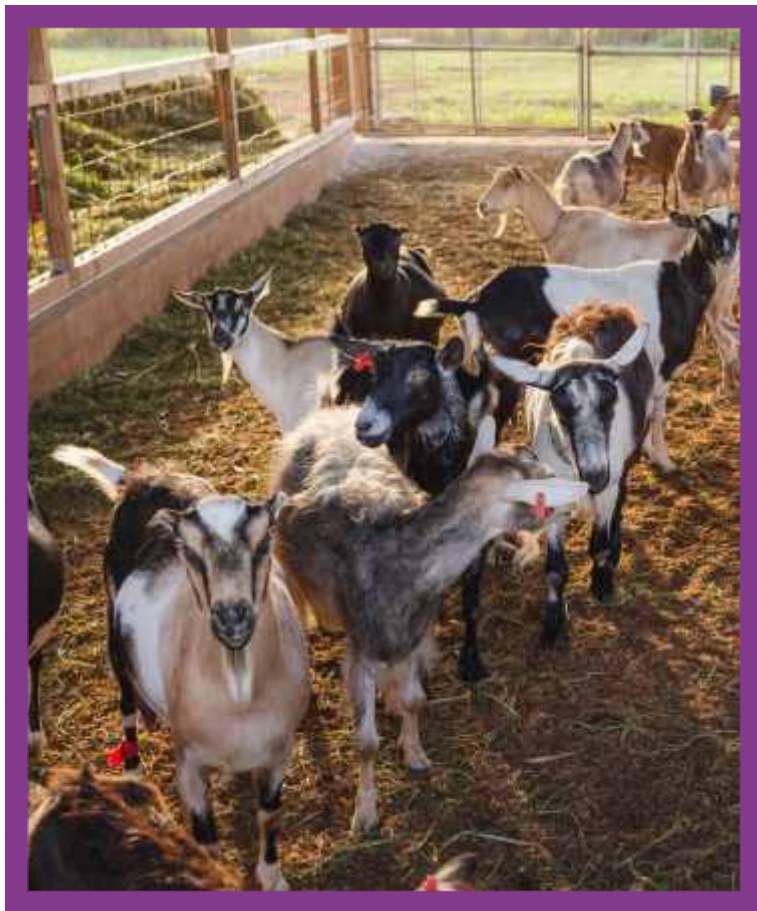


A SUCCESS STORY OF  
**SMT. JYOTHI VITHAL  
REDDY PATIL**  
CHITGUPPA, BIDAR  
**KARNATAKA**

**S**mt. Jyothi Vithal Reddy, Karnataka had a dream of owning an entrepreneurial setup. To ensure financial stability, she was keen to look for opportunities to ensure a better livelihood.

She was introduced to the State scheme which offered a bank loan of 31 Lakh. With the financial support, she started her entrepreneurial journey by rearing goats. She also

received training on goat farming, record keeping and got the opportunity to visit the nearest facility where she learned practical aspects of goat farming. This training helped her to rear her goats in a scientific way, and eventually reduced mortality of the herd.



Currently, she owns a goat farm with 500 female goats and 25 male goats. With the convergence of scheme and established forward linkage options, she has earned a fortune for her family.



# Turning Dreams into Reality

## A SUCCESS STORY OF **MRS.GWASULE KHING** TSEMINY, TSEMINYU **NAGALAND**



**M**rs Gwasule Khing had many aspirations, but financial limitations have held her back. Despite this, she was determined to fulfil her dreams and started a pig farming business with support from Rural Backyard Piggery Scheme under the National Livestock Mission of Department of Animal Husbandry and Dairying.

The department also provided her guidance for housing, feeding management, and vaccinations, which helped her efficiently and effectively run the farm. As a result, her annual income increased from ₹ 100,000 to ₹350,000 which supported her in expanding her business and ensuring its success.



Currently, she owns 7 sows and one boar. She is inspiring others to follow in her footsteps and attain their aspirations through self-dependence.

# *From Humble Beginnings to Prosperity*



A SUCCESS STORY OF  
**MRS. PASSANGKIT LEPCHA**  
TINGCHIM, NORTH DISTRICT  
**SIKKIM**

**F**rom humble beginnings, Mrs. Passangkit carved out a remarkable identity through sheer determination and innovation. Juggling motherhood with managing a modest hotel and pig farm, she started with just a few pigs, eventually expanding her operation significantly between 2014 and 2015. She received guidance and trainings from



Department of Animal Husbandry and Dairying on vaccination, scientific rearing, shed construction etc.

Passangkit's farm now thrives with a robust stock of boars, sows, and piglets. Her focus on quality breeding, health management, and nutrition has driven impressive growth. By implementing advanced breeding practices,



rigorous health protocols, and cost-effective feeding strategies, she has not only enhanced productivity but also set a powerful example of how hard work and perseverance can transform lives.

# *From Backyard to Big Business*



A SUCCESS STORY OF  
**SMT. MULA SUJATHA**  
PODUGUPADU, SRIKAKULAM  
**ANDHRA PRADESH**

**S**mt. Mula Sujatha turned a simple backyard into a successful poultry farm, driven by her passion for poultry farming. Starting with just a few chickens and ducks, Sujatha's dedication and hard work soon led her to raise over 1,500 birds. Her commitment to learning and improvement led her to attend various government workshops and training organized by the Department

of Animal Husbandry & Dairying, which greatly enhanced her skills. Now, Sujatha's farm not only produces a significant number of eggs and chickens for the local market but has also created employment opportunities for others. By hiring staff, she has provided valuable inputs and empowerment to her community. Her success has brought her financial stability and



independence, transforming her initial dreams into reality. Always ready to offer guidance, Sujatha continues to uplift her community.



# *Its Passion that Matters*



A SUCCESS STORY OF  
**SMT. KILLO JAMUNA**  
DUMBRIGUDA, VISHAKHAPATNAM  
**ANDHRA PRADESH**

**S**mt. K. Jamuna had a vision to transform her half-acre of unused land into a poultry farm. With support from the Department of Animal Husbandry, Jamuna set up her poultry farm, featuring separate areas for hens, chicks, and cocks. She also established a breeding facility and forage area on her land. Collaborating with local millers, she secured cereal bran to feed her birds.

The department assisted her in building essential infrastructure like night shelters and fencing, provided training on poultry management, and helped her implement best practices. Jamuna's farm is now generating an income of ₹37,600 from the sale of chicks and adult birds, while spending ₹15,000 on feed and healthcare. Her success has inspired other



women in her village to start their own backyard poultry ventures, creating a valuable source of income for their families.

# *Turning Pandemic-led Challenges to Opportunities*



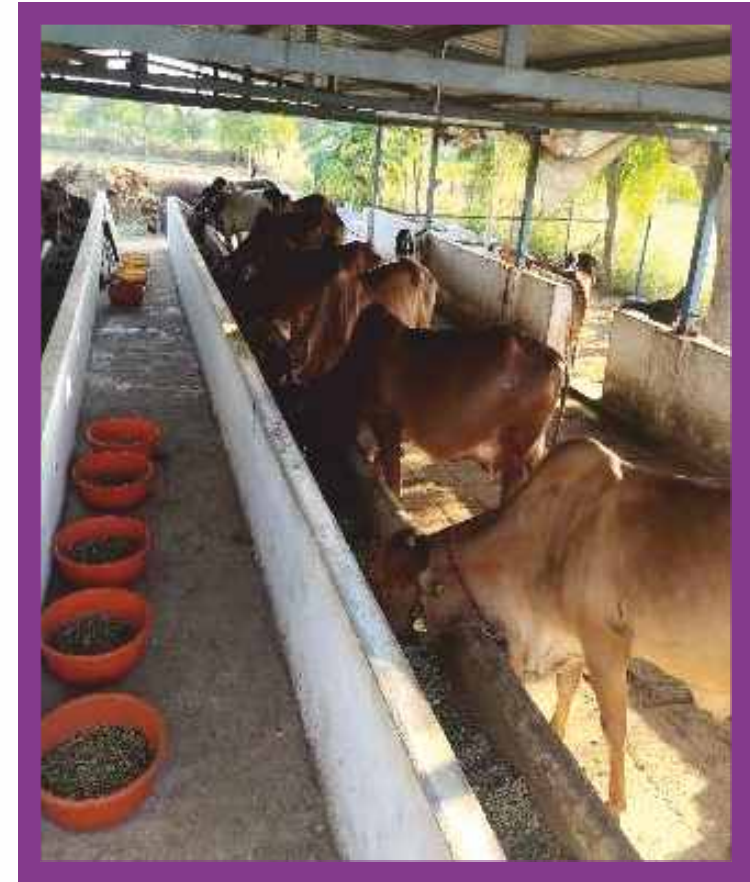
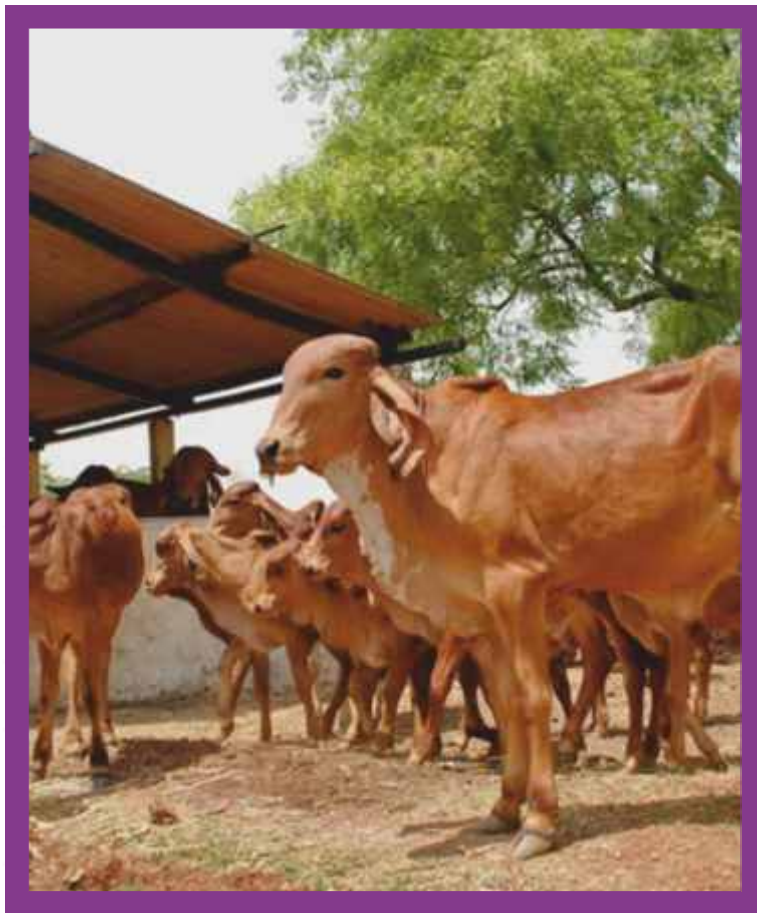
A SUCCESS STORY OF  
**SMT. HETALBEN YOGESHBHAI PATEL**  
MAHEDMADPUR, PATAN  
**GUJARAT**

**S**mt. Hetalben Yogeshbhai Patel, originally from a family of farmers, found herself in a pivotal moment during the COVID pandemic. Having worked in small jobs with her husband in Ahmedabad, the pandemic pushed them to return to their native village. Driven by a desire for a better livelihood and inspired by her decade of experience working with her



father, Hetalben decided to venture into dairy farming.

Despite lacking formal training, her determination led her to seek guidance from the Department of Animal Husbandry & Dairying. The support she received proved invaluable, helping her establish a successful dairy farm focused on indigenous cattle breeds known for their high milk yield. Hetalben quickly embraced modern techniques, learning to



create value-added products like ghee, which she packages in glass jars and markets both locally and in Mumbai.

Her hard work and innovative approach earned her the "Shreshtha Pashupalak Purskar". Hetalben's story of resilience and technological adaptation has made her a beacon of inspiration for aspiring women farmers, proving that passion and perseverance can turn challenges into opportunities.

# *Collective Growth scaled-up Growth*



A SUCCESS STORY OF  
**AMRITDHARA MILK PRODUCTION  
COOPERATIVE SOCIETY**  
DALRAGHAT, SOLAN  
**HIMACHAL PRADESH**

**T**he Amritdhara Milk Production Cooperative Society, established by 23 local livestock farmers with support from the Department of Animal Husbandry & Dairying on capacity building. Spearheaded by the dynamic leadership Smt. Shanta Sharma & Smt. Renu Thakur, this cooperative has revolutionized dairy farming in the region.



With crucial backing including feed, medicine, and expert management advice, the cooperative has thrived. The Department of Animal Husbandry & Dairying played a pivotal role by providing training on scientific management, vaccination, and technical aspects every six months. Additionally, exposure visits to prestigious institutions like NDRI Karnal, DGCN, and COVAS further enhanced the farmers' knowledge. The introduction of the



Feed Subsidy Scheme, offering one rupee per liter of milk, financially strengthened the cooperative.

Due to these initiatives, milk production has surged to 1,000 liters daily, generating an impressive turnover of ₹ 1.25 crore. This success story highlights the impact of community-driven efforts and women's empowerment.



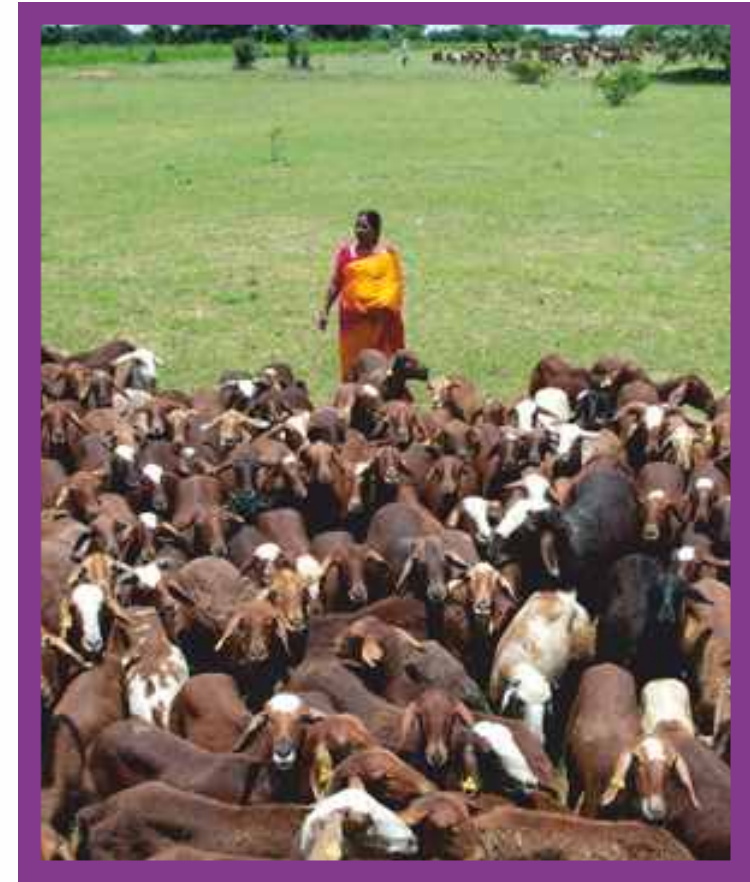
# Story of Transformation



A SUCCESS STORY OF  
**SHAKUNTALA PATIL**  
YADGIR, KARNATAKA  
**KARNATAKA**

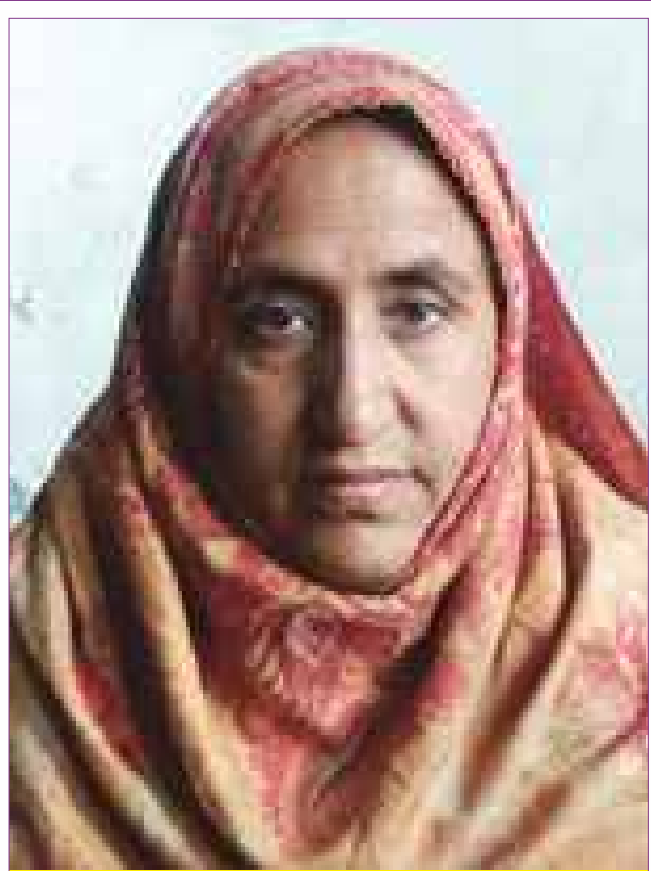
**S**hakuntala Patil, a resident of Kanikal village in Yadgir district of Karnataka, is a remarkable example of how traditional practices combined with modern support systems can lead to transformative success. By choosing sheep rearing, Shakuntala has not only revitalized a traditional occupation but also significantly contributed to her local economy. Her journey was supported by the

National Livestock Mission (NLM) and the District Animal Husbandry Department. The substantial subsidy of ₹ 45 lakh on her loan for acquiring 525 sheep was a critical factor in scaling her business. This financial assistance enabled her to modernize her operations and achieve a notable turnover of ₹ 24 lakh, creating job opportunities for 10 locals. Shakuntala's



success has set a powerful example, inspiring many in her village to consider sheep rearing as a viable and prosperous business. Her achievements highlight the potential of leveraging government schemes and traditional industries to foster economic growth and development in rural areas.

# *Story of Transformation*



A SUCCESS STORY OF  
**ZUBIDA BANOO**  
KARGIL  
**LADAKH**

In the remote village of Mushkoo in Ladakh's Kargil District, Zubida Banoo has embarked on a remarkable journey in cattle farming. Starting with just three cattle, her dedication and skill in animal husbandry have transformed a modest venture into a thriving business. Her journey began with a pivotal training camp organized by the Department of Animal Husbandry Department.



This camp provided her with vital knowledge on dairy farming techniques, animal care, and best practices, igniting her passion and equipping her with the practical skills needed for success. By turning her initial small-scale endeavor into a successful enterprise, Zubida not only



demonstrates her personal determination but also highlights the broader impact of support and education in fostering sustainable agricultural growth.

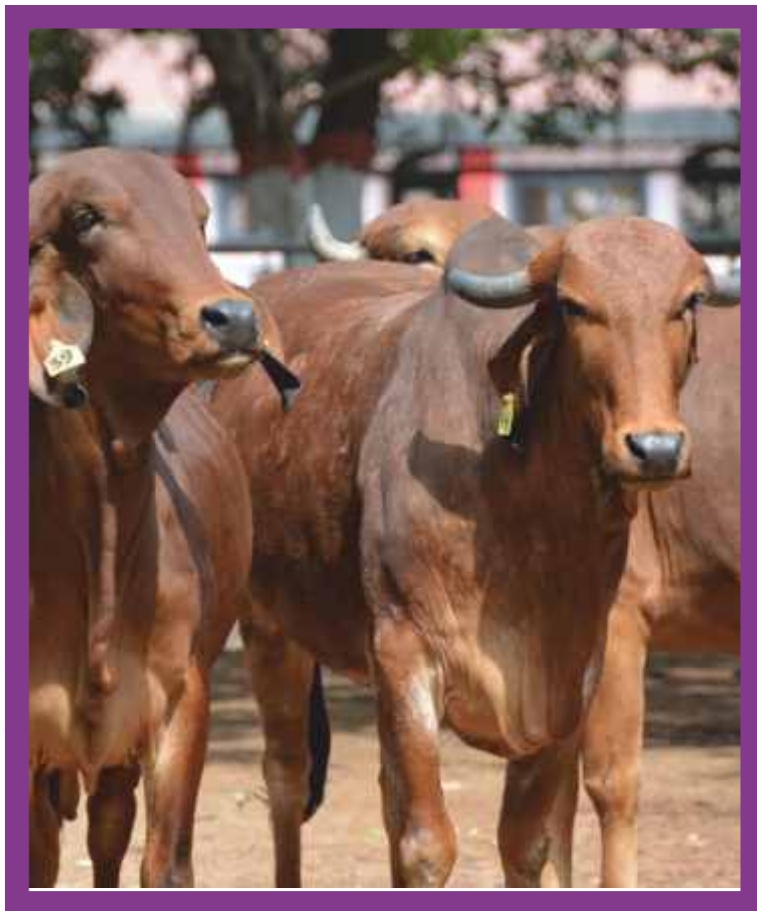
# *Persistence Help Conquer All Roadblocks*



A SUCCESS STORY OF  
**MRS. GOYAL SONALBEN NARANBHAI**  
PATRI, KUTCH  
**GUJARAT**

**M**rs. Sonalben Naranbhai Goyal began her dairy farming journey modestly, managing just 3 cows which earned her ₹ 4,000 a month. Determined to grow, Sonalben sought advice from Sharad Dairy officials, who informed her about government credit facilities and subsidies for expanding dairy operations. Motivated by this

opportunity, she applied for a loan through the I-Khedut portal. With the support of the Department of Animal Husbandry & Dairying she got assistance of ₹ 7 Lakhs. With the funds, Sonalben purchased 50 indigenous cows (Gir and Kankrej), set up a new housing facility, and installed essential equipment like a fogger system, milking machine, and electric chaff cutter. Her farm now produces about 170 liters



of milk daily. She sells half to Dairy, earning an annual income of ₹ 600,000-700,000, while the rest is used to make value-added products like ghee and buttermilk for local markets.

Sonalben's success story exemplifies how unwavering belief and strategic actions can lead to remarkable achievements.



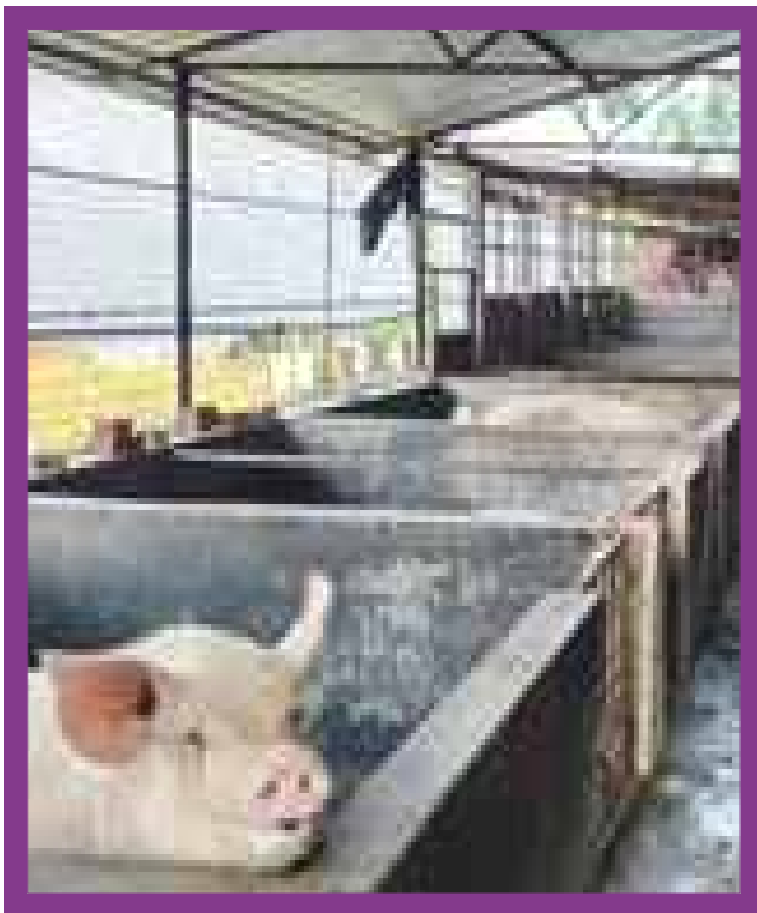
# *Turning Passion into Profession: A thriving Pig Farming Business*

A SUCCESS STORY OF  
**MISS MOU NANDI**  
LAXMILUNGA, WEST TRIPURA  
**TRIPURA**



**M**iss Mou Nandi is a dynamic young entrepreneur making waves in piggery and goat farming. Her farm, a testament to her dedication, houses 4 boars, 15 sows, 19 piglets, 10 female goats, and 9 goat kids. For Mou, livestock farming isn't just a business—it's a passion that brings her immense personal satisfaction.

Supported by the Department of Animal Husbandry and Dairying, she received expert guidance on herd management, feed strategies, and technical skills. Mou got a loan of ₹4.95 lakh under the Swavalamban Scheme, crucial for the smooth operation of her farm.



Today, her business generates an annual income of ₹2.5 lakh. Mou Nandi's success story has positioned her as a role model in her village, inspiring other young women to pursue their entrepreneurial dreams in animal husbandry.

# *Building Thriving Semen Breeding Business*



A SUCCESS STORY OF  
**SMT. JANAKI BAI**  
SIRASWANI, SHEOPUR  
**MADHYA PRADESH**

**S**mt. Janaki Bai had limited source of income and Despite her limited means, she was determined to start a goat breeding venture to support her family.

Her turning point came when she learned about the Jamunapari goat distribution scheme. With a modest contribution of ₹ 2,075, she received a government grant of ₹ 6,225, which enabled her to purchase a high-quality male



goat for semen breeding. This goat became a cornerstone of her burgeoning business. Currently, she has 20 goats.

Today, she has a well-established goat semen breeding service that provides top-quality breeding services to farmers in the surrounding areas.



Her successful business has allowed her to provide for her family and improve their standard of living.

# *Journey from Financial hardships to Stability*



A SUCCESS STORY OF

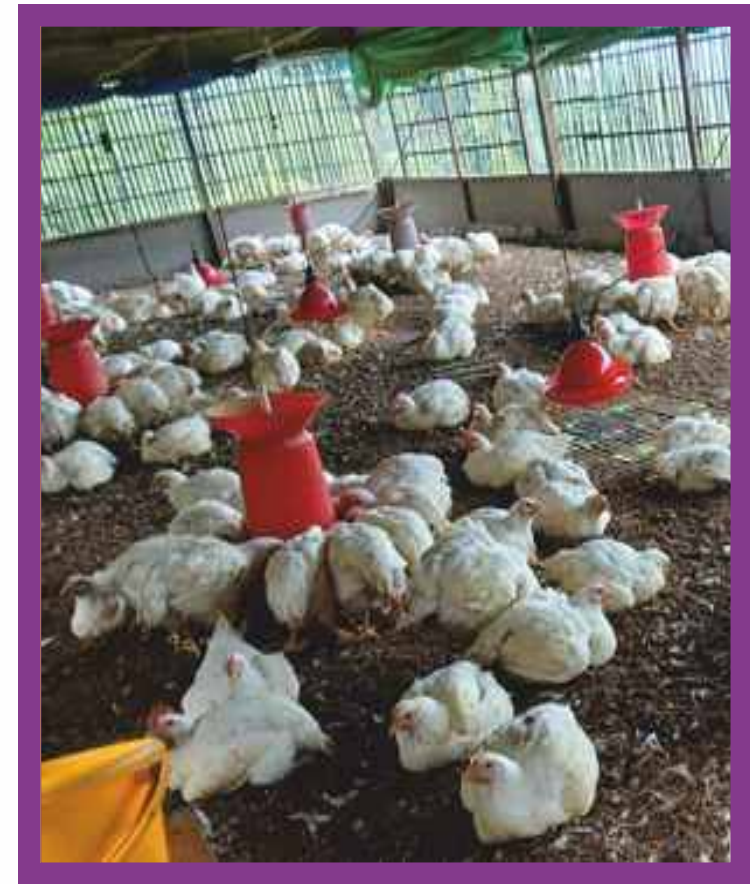
**PI. LALCHHANHIMI**

REPUBLIC VENGTHLANG, AIZAWL

**MIZORAM**

**P**i Lalchhanhimi was determined to improve her life despite facing financial hardships. She turned to poultry farming for a better future. She was selected for the Centre Government Scheme National Livestock Mission-Innovative Poultry Productivity Project (IPPP) Broiler program by the Department of Animal Husbandry

and Veterinary Services. They provided her with ₹70,875 in financial support to start small-scale broiler farming. With the help of trainings and guidance, Pi Lalchhanhimi tackled challenges head-on and developed a thriving poultry business. Her monthly income has now doubled to ₹16,500, granting her financial independence. Inspired by her success, she is



committed to encouraging other women in her community to explore poultry farming as a viable path to economic empowerment.



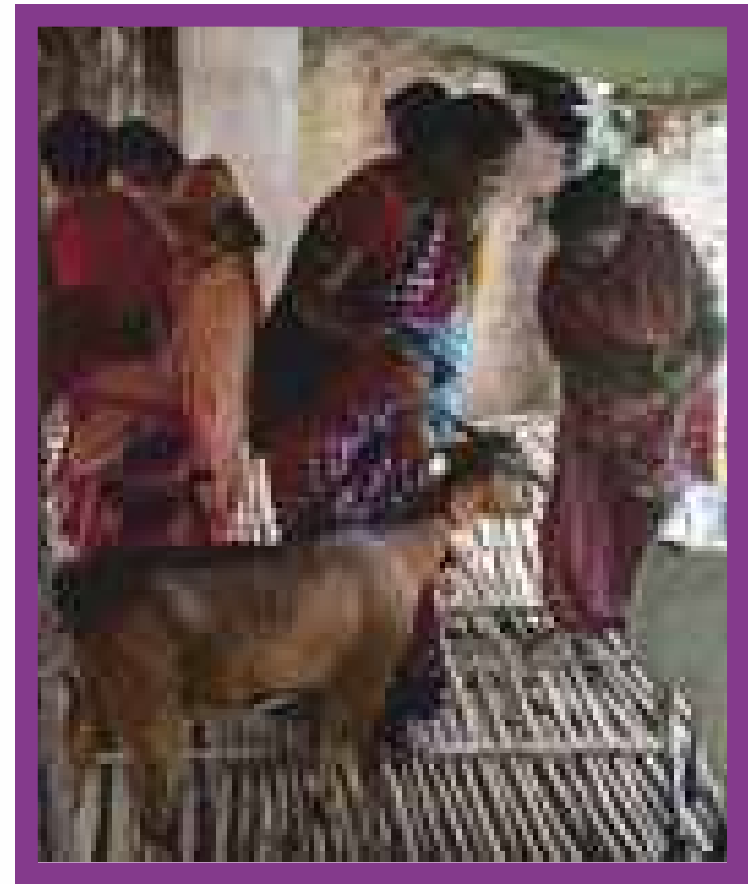
# Overcoming Adversity



## A SUCCESS STORY OF **JAY MAA MANGALA SHG** BALANGIR DISTRICT **ODISHA**

**T**he Jay Maa Mangla Self-Help Group (SHG), has a remarkable story of change and empowerment. Formed in 2018, the members of SHG initially faced significant economic hardships due to limited income. Their fortunes began to change with support from centrally sponsored scheme. The Department of Animal Husbandry provided a substantial financial grant of ₹1,15,000, covering

50% of the project cost under the state's goat rearing scheme (30+2). This funding helped build goat sheds and purchase 30 goats and 2 bucks. Alongside financial support, the department of Animal Husbandry and Dairying offered vital training and exposure visits, equipping the women with essential skills in goat rearing. Now, these women not only earn a



steady income from selling goats and their products but have also become a source of inspiration for others. Their success in goat farming has encouraged more women in the community to explore this as a viable livelihood option.

# *Determination paved the way for a sustainable business*



## A SUCCESS STORY OF **ANUPINDER BRAR** BATHINDA PUNJAB

**A**nupinder Brar was determined to transform her farm's fortunes. Owing around 20 animals, she sought to enhance their health and profitability. Her commitment led her to enroll in a goat farming training program at KVK Mansa.



With time and persistence, Anupinder mastered the art of scientific management of goat and sheep. She started goat and sheep farming after getting knowledge under training programme. Her efforts paid off, resulting in a thriving flock of sheep and goats with a mortality rate of less than 5%.



By implementing enhanced management practices, she was able to boost and maintain her income by processing wool, spinning it using traditional charkhas, and crafting it into rugs and clothes.

# Story of Transformation



## A SUCCESS STORY OF **AASHMA KHATOON** BUNDELKHAND UTTAR PRADESH

**A**ashma Khatoon from Bundelkhand, Uttar Pradesh, transformed her farming practices through a dedication to scientific management. Aashma faced setbacks with her traditional goat farming due to disease-related losses. Seeking solutions, she consulted the Veterinary office and got to know about the Central Institute for Research on Goats (CIRG). With valuable assistance from CIRG, Aashma learned about scientific goat farming techniques through their comprehensive study materials



and an 8-day training camp in Mathura. This hands-on experience, including practical sessions revolutionized her approach. She received 12 Barbari goats under the Multiplier Flock Scheme (an integrated genetic improvement model was initiated at ICAR-CIRG) and scaled her herd to 100 goats, equipped with modern infrastructure. Her efforts not only improved goat health but also



boosted profits. She sold 18 quintals of compost and vermi-compost, earning ₹ 5.5 lakhs and made an additional profit of ₹ 2-2.5 lakhs last year. Honored with the IARI-Innovative Farmer Award 2020, Aashma's success with integrated organic farming technology has made her a role model for women entrepreneurs.



# Story of Transformation



A SUCCESS STORY OF

**PI. VANLALCHHUNGI**

ITI, AIZAWL

**MIZORAM**

**P**i Vanlalchhungi from ITI, Aizawl, Mizoram, was a private school teacher earning ₹6,000 a month. Seeking to boost her income, she ventured into poultry farming in her backyard. Her dedication led to her selection for the NLM-IPPP Broiler Farming program by the Department of Animal Husbandry and Veterinary Services.

With ₹70,875 in financial support, Pi Vanlalchhungi launched her small-scale broiler farming business. The department further aided her with practical training and exposure visits. As she applied these insights, her poultry enterprise flourished. Her monthly income increased to ₹17,000. Pi Vanlalchhungi's successful transition from teaching to



entrepreneurship underscores the profound impact of targeted support and hard work in achieving financial growth and stability.

# *Successful Pig farming: Road to Financial Independence*



## A SUCCESS STORY OF **CHUAILO SHG** FROM SAITUAL **MIZORAM**

**T**he Chuailo Self-Help Group (SHG) in Saitual (Mizoram) faced challenges due to limited financial literacy and unstable incomes, making members vulnerable to debt and inadequate services. To address these issues, the Department of Animal Husbandry and Dairying encouraged the SHG to engage in income-generating activities for economic empowerment. Partnering with various organizations, the SHG



gained access to resources, markets, and affordable loans. Support from the Department included skill development in livestock management and access to animal healthcare, alongside tools and equipment for farming. This assistance enabled the SHG to set up backyard poultry farms and start pig rearing. With the department's backing and their own determination, the SHG members saw significant



improvements in their income and stability. They reduced their reliance on money lenders, decreased debt, and accumulated valuable assets like property and livestock. This progress has not only enhanced their financial security but also improved their healthcare, education, and overall well-being, demonstrating the power of collective entrepreneurship and support.

# *From Small Groups to Big Poultry*

## A SUCCESS STORY OF **Maa Parvati SHG** BALANGIR DISTRICT ODISHA



**T**he Maa Parvati Self-Help Group (SHG) has turned a simple poultry venture into a remarkable success story. Formed by a dedicated group of women for entrepreneurship, they began with a few chickens in their backyard, selling eggs locally. Their efforts received a major boost when they availed a subsidy of ₹1,20,000—60% of the project cost—under a centrally sponsored scheme for raising

200 layer birds in a deep litter system during 2021-22. With the added advantage of training and support provided by department of Animal Husbandry and Dairying, the group enhanced their poultry skills and significantly expanded their operations. Initially producing 150 eggs daily, their output has now surged to 170-180 eggs per day. They supply eggs and chicken to



nearby towns and hotels. Maa Parvati SHG offer regular training and capacity-building programs, encouraging more women to explore poultry farming as a viable livelihood option.



# *Dedicated Efforts led to Prosperity*



## A SUCCESS STORY OF **JYOTI SHARMA** SUJANPUR, PATHANKOT **PUNJAB**

**J**yoti Sharma had limited exposure to education, but her family had 30 pigs in the farm. In order to support her family financially, she started actively pursuing piggery farming as a means of income.

She explored her options for training and improving her farming. She received a five day long vocational training from KVK Pathankot on “Pig farming”. She was also provided with proven sire and dam piglets to improve her breeding

stock. She availed financial assistance of 8 Lakh under a centrally sponsored scheme. She also availed the subsidy in the electricity bills under the provisions of Pig farming in Punjab. She received a continuous supply of different vaccines by Animal Husbandry Department. By 2023, Jyoti had expanded her pig farm to



350 pigs. Her dedication and the support from the government earned her the title of “Best Pig Breeder” at the District Livestock Championship. Her success has strengthened her family's financial situation.

# *From 2,000 to 26,000: Birds increased along with income*



## A SUCCESS STORY OF **USHA RANI** MUKADAM, PATHANKOT PUNJAB

**U**sha Rani was keen to diversify her income. She started rearing 2000 poultry birds at home. Department of Animal Husbandry guided her in establishing farm and procuring loan from banks.

She extended the capacity of birds to 6000 from 2000 after taking loan of ₹2,50,000/- from Bank. She further added 13000 birds to her poultry farm with the help of loan from Bank. Currently, she is rearing around 26000 poultry broiler



birds at her farm and earning around ₹9,00,000/- annual income. During this period the Department of Animal husbandry and dairying has provided her with vaccines, training and other health care facilities.



She is very happy with this poultry farming and earning well. She is also guiding and motivating other people around her.

# *Turning Challenges into Triumphs*



A SUCCESS STORY OF  
**SMT. SADHANA**  
BASAVAKALYAN, BIDAR  
KARNATAKA

**A**fter struggling with financial difficulties, Smt. Sadhana found a new opportunity in goat farming with support from a State government scheme. Through guidance from the Department of Animal Husbandry and the State Bank of India, she secured a ₹40 lakh loan to start a goat breeding farm.

Beginning with a technical guidance and hands-on training in goat rearing, Smt. Sadhana worked to expand her goat farm to over 500 goats. Support in fodder procurement, vaccination schedules, and veterinary care helped her to grow her business.

Her improved income allowed her to provide for her family and created job opportunities for



others in her community. Smt. Sadhana's story serves as a testament to how hard work and government support can lead to empowerment and financial independence for women in rural areas.



# *SHG: Transforming Homemakers to Entrepreneurs*



A SUCCESS STORY OF

**CHHIMPHEI**

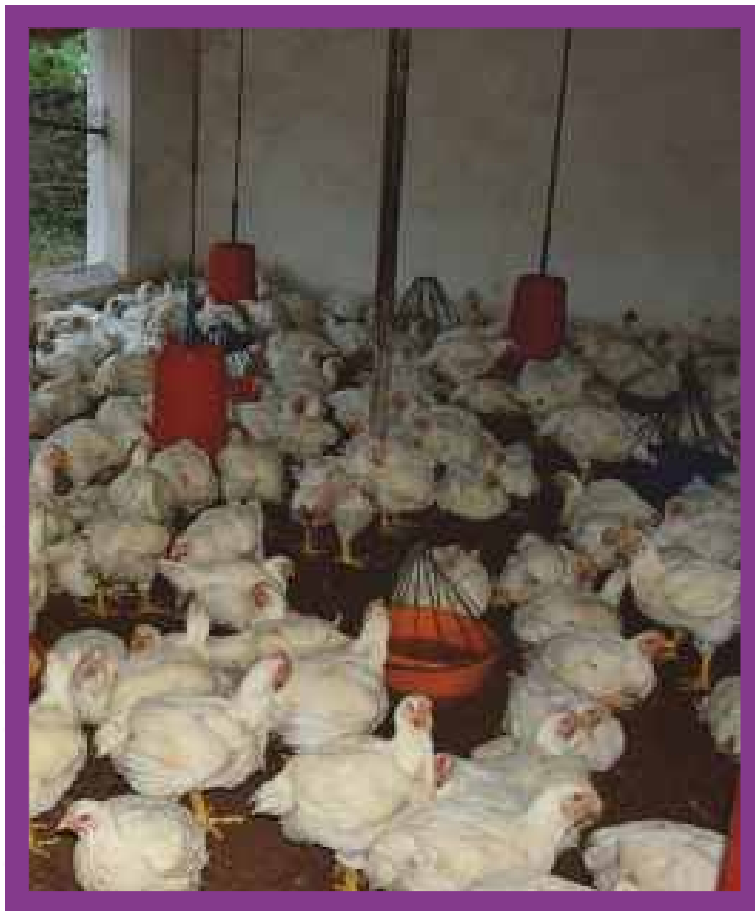
WOMEN POULTRY PRODUCERS COMPANY  
LIMITED (CWPC), MELRIAT

**MIZORAM**

**T**he Chhimphei Women Poultry Producers Company Limited (CWPC) was formed to boost rural poultry production and empower women in Melriat, Mizoram. This self-help group (SHG) spans in nine villages of the area with 324 women members transforming from housewives to entrepreneurs.

The SHG focuses on broiler production and operates a hatchery

with a 9,500-egg capacity. Financial backing from the National Livestock Mission (NLM) of Department of Animal Husbandry & Dairying included ₹15,000 per unit for 18 units and ₹1,40,000 for sales units in Kelsih and Tachhip, along with the support for a hatchery in Melriat. The Department further enriched their knowledge with poultry farming training and farmer tours.



By 2023, CWPCCL achieved an impressive annual turnover of ₹7.85 crores. Each member earns around ₹18,000 monthly, playing a crucial role in women's empowerment by improving access to credit. Their success is creating a model of self-sufficiency and social impact through poultry and meat production.

# *Changing the Game through Mixed Farming*



A SUCCESS STORY OF

**MRS. PARAMJEET KAUR**

LAKHANPUR, SOLAN

**HIMACHAL PRADESH**

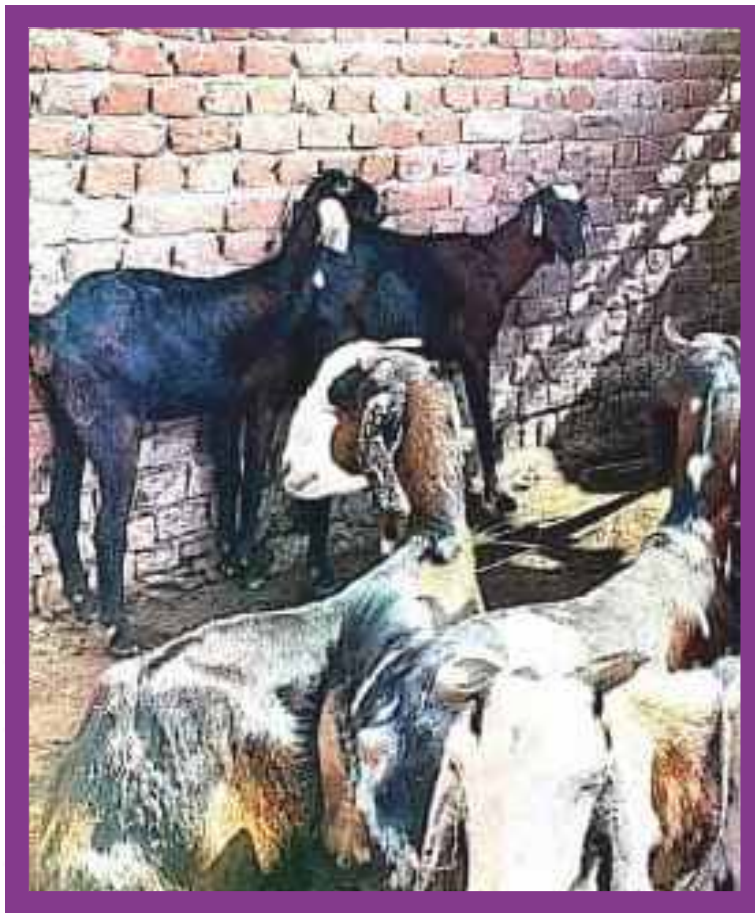
**M**rs. Paramjeet Kaur, a determined homemaker, ventured into mixed farming to boost her family's income and provide nutritious food. She combined goat rearing and poultry farming to meet her family's needs for eggs, meat, and milk, while also creating an additional revenue stream.

With support from the Department of Animal Husbandry &



Dairying, Mrs. Kaur received comprehensive training on the scientific management of goats and poultry. The department facilitated the setup of her goat unit at a subsidized rate: 90% under centrally sponsored scheme. Additionally, she was provided with 50 backyard poultry birds to kickstart her poultry venture.

This dual approach has proven highly profitable. Mrs. Kaur sells Sirohi goat kids for ₹5,000 each and



adult Sirohi does/bucks for ₹15,000. The demand for goat milk, priced at ₹80 per liter, has surged, particularly during and after the COVID-19 pandemic. She also sells chicken for ₹800 per bird and eggs for ₹180 per dozen. Moreover, goat manure is utilized for organic farming and sold to other villagers, further enhancing her income.

# *From Novice to Expert Successful Journey in Sheep Rearing*

## A SUCCESS STORY OF **MRS.MAMATHA**

GOWDAGERE HOBLI,  
SIRA, TUMKUR

**KARNATAKA**



**M**amatha's journey from a novice sheep rearer to a successful entrepreneur is a story of dedication and expertise. Mamatha embarked on breeding the Nari Suvarna sheep, a breed renowned for its exceptional quality. Through relentless hard work and commitment, she transformed her modest beginnings into a thriving business.



Her high-quality lambs have become in demand not just in her village but in surrounding areas as well. This rising demand has significantly boosted her earnings, allowing her to scale her business impressively. With premium prices for her lambs, Mamatha has seen her annual income soar from ₹1.25 lakh to an impressive ₹12 lakhs.

The Department of Animal Husbandry & Dairying has played a crucial role in her success by providing



essential support and training. They supplied fodder seeds, root slips, a chaff cutter, and veterinary aid, all of which contributed to her farm's growth.



# Story of Transformation



A SUCCESS STORY OF

**SANGEETA SADASHIV**

HAKKYAGOL, BELAGAVI

**KARNATAKA**

**S**angeeta transformed her life through an innovative poultry farming opportunity. Seeking additional income, Sangeeta seized the chance presented by the Department of Animal Husbandry & Dairying Services, which offered 20 layer birds at 100% subsidy as part of a 2019-20 initiative aimed at empowering unemployed youth.

With this support, Sangeeta launched her own poultry farm, focusing on layer birds. The project not only improved her financial situation but also elevated her social status as a successful entrepreneur. The income from selling eggs provided substantial support for her family's needs and enhanced their overall health.

The scheme instilled confidence in Sangeeta,



allowing her to actively engage in marketing and selling her poultry produce. She became a source of inspiration for local women, demonstrating how leveraging government schemes can lead to self-reliance and prosperity.

# Story of Transformation



A SUCCESS STORY OF

**SARA BANOO**

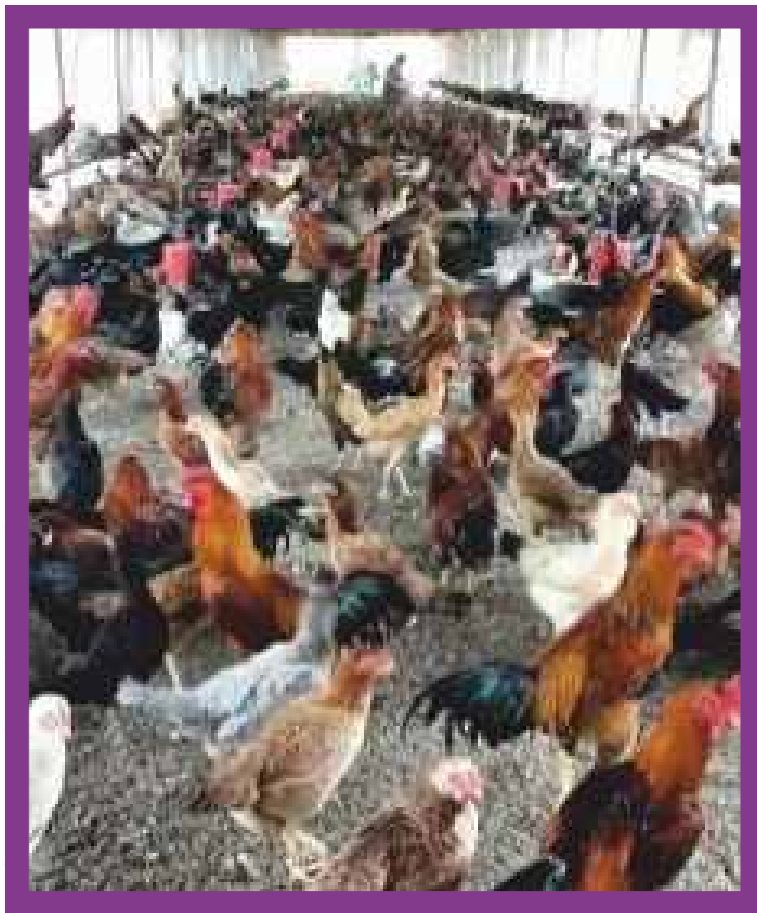
KARGIL

**LADAKH**

**S**ara Banoo, a remarkable woman entrepreneur from Kargil, Ladakh, has embarked on a unique journey into mixed farming, focusing on ducks, turkeys, and chicks. Driven by a passion for creating a better livelihood, Sara's self-employment journey showcases her dedication and innovative spirit. Despite being new to this field, she has quickly achieved success, proving that hard work and excellent management can yield impressive results. This introduction explores her inspiring story, highlighting how she skillfully blends traditional methods with modern techniques, and the promising outcomes she has already achieved.



Sara, a woman entrepreneur in mixed farming, exemplifies the transformative power of targeted support and community-driven motivation. Through a specialized camp, she received practical training, expert guidance on managing poultry, and insights into the latest advancements in animal husbandry. This comprehensive support equipped her with the knowledge and confidence to explore mixed farming's potential. Her success in integrating ducks, turkeys, and chicks into a thriving farming system showcases the



impact of the camp's guidance and her own dedication.

Sara has become a beacon of inspiration for aspiring entrepreneurs and farmers alike. Her success story highlights the transformative power of providing individuals with the right tools and knowledge to succeed. It underscores the impact of the awareness camp and encourages others to venture into farming, contributing to economic growth and community development. Sara's journey exemplifies how dedication and support can lead to positive change and widespread impact

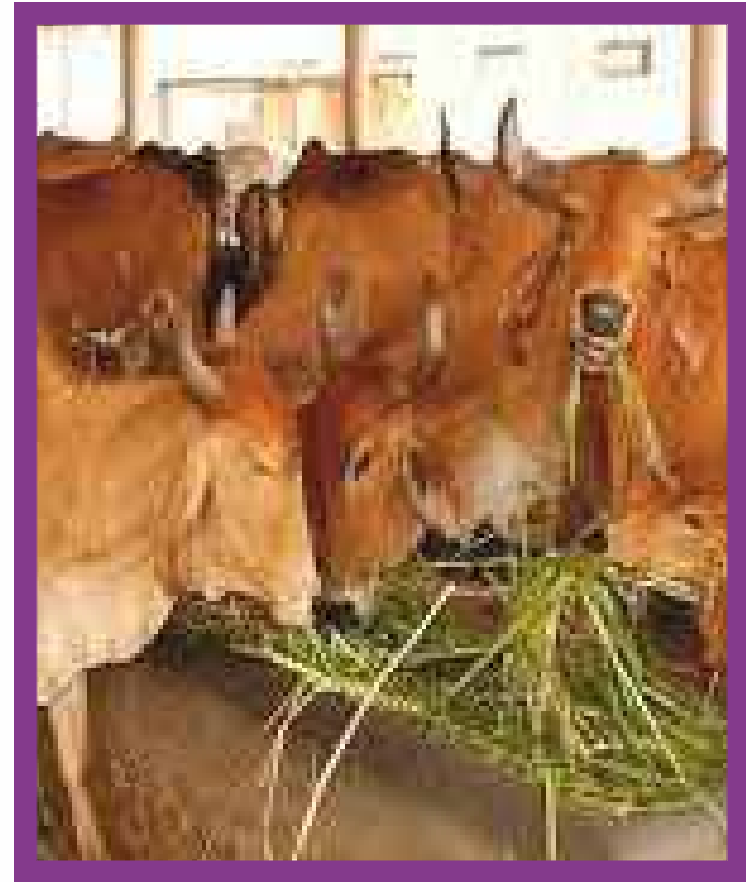
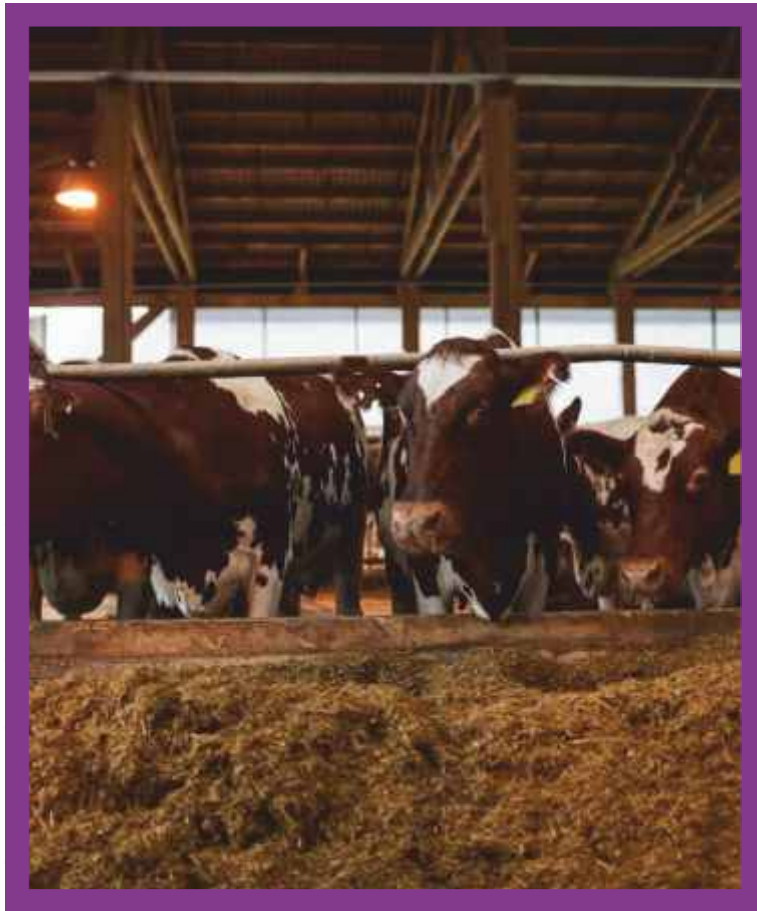
# *Empowering Change: Raising Success through Goat Farming*



A SUCCESS STORY OF  
**SMT. SUNENA DEVI**  
GATHIHARI, GONDA  
**JHARKHAND**

**S**mt Sunena Devi, a homemaker from a modest background, transformed her family's financial future through the Mukhyamantri Pashupalan Vikas Yojna. With determination and a vision, she started her goat-rearing journey in FY 2020-21, initially purchasing 4 goats and 1 buck. Today, her herd has grown

to 20-25 goats, and she enjoys a steady income from selling milk in her neighbourhood. Her increased earnings have significantly boosted her family's finances, making her a beacon of empowerment in her village.



Smt. Sunena Devi's success story showcases how one woman's ambition and the right support can create ripples of change, inspiring others to pursue their dreams and achieve financial independence.



# *Stand all against All Lost*



A SUCCESS STORY OF

## **Pramila Devi**

LOHARDAGA

**JHARKHAND**

**P**ramila Devi became a beacon of hope for her village. Pramila worked alongside her husband, migrating between States just to make ends meet. She attended a meeting organized by the Lohardaga Grameen Poultry Co-operative Society. The introduction to poultry farming under centrally sponsored scheme sparked a hope for her. She realized that rearing poultry

could be a good opportunity that can allow her to stay home with her family. Starting with a modest 300 sq. ft. poultry shed, Pramila expanded to 1000 sq. ft. with the help of her earnings. Her relentless hard work transformed her life; she was able to improve her family's financial stability, build a home, and provide medical care for her husband.



Now, Pramila stands as a symbol of strength and independence, inspiring her village with her success.

# *Self Dependency: A path towards Entrepreneurship*



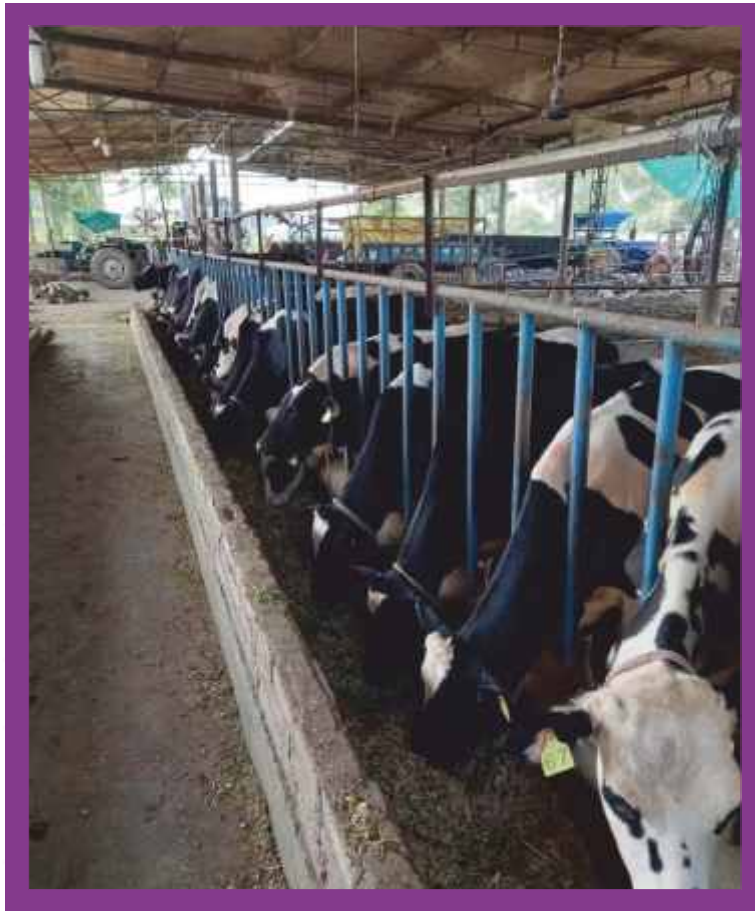
A SUCCESS STORY OF  
**SMT. SUSHMA DEVI**  
DANGOLI, UNA  
**HIMACHAL PRADESH**

**S**mt. Sushma Devi, a dedicated homemaker and daily wage laborer, sought to improve her family's finances by starting a small-scale dairy business. However, her limited resources initially thwarted her dream of establishing a dairy farm. Her fortunes changed when she attended an awareness camp organized by the Department



of Animal Husbandry & Dairying. There, she learned about the Kisan Credit Card scheme for dairy farmers and secured a loan of ₹ 150,000.

With guidance from the Department and regular support from a Senior Veterinary Officer, Sushma received crucial insights into developing her dairy unit. She embraced modern technologies like chaff cutters and milking machines, which transformed her operation.



Her hard work paid off spectacularly: daily milk production surged from 15-20 liters to 80 liters. She sells her milk to a Milk Cooperative Society and local households, generating a net monthly profit of ₹ 25,000-30,000. Sushma's success story highlights how determination, combined with the right support and resources, can turn a modest ambition into a thriving business.

# *Engineered her Passion into Profits*

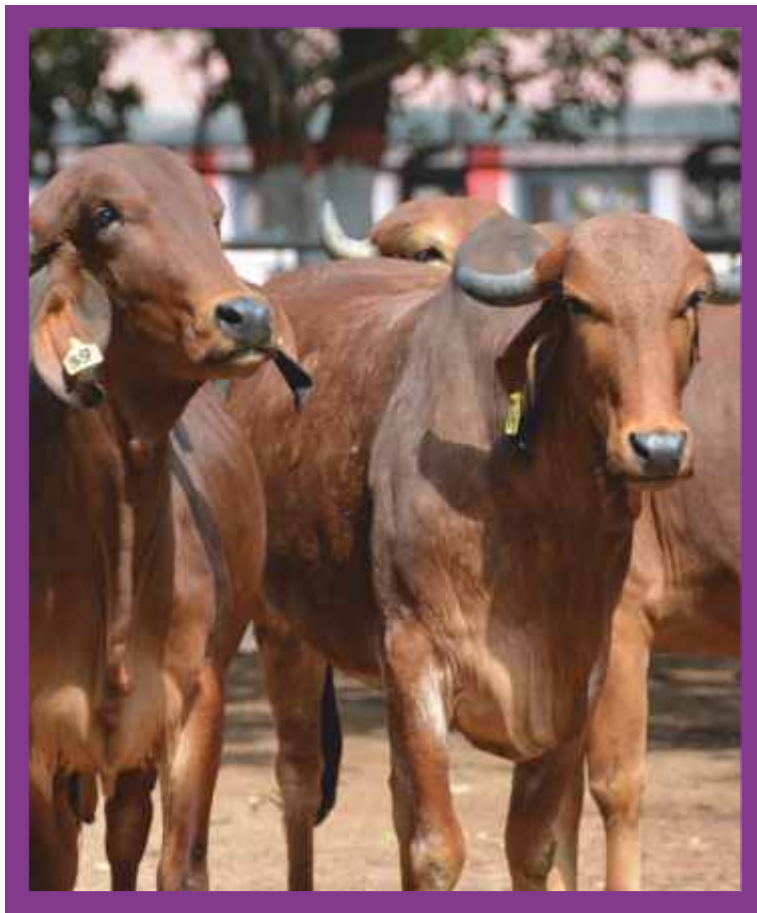


## A SUCCESS STORY OF **SMT. SUMANDEEP KAUR**

VALLABWADI GUMANPARA,  
KOTA  
**RAJASTHAN**

**S**mt. Sumandeep Kaur, a former engineer whose passion for dairy farming led her to a remarkable career shift. She took a pivotal step by enrolling in a short course at the Karnal Dairy Institute to refine her dairy skills. With her newfound knowledge and a strategic investment in modern equipment, Sumandeep launched her

own dairy unit. She established a dairy farm with a large herd of healthy cows. The farm's high-quality milk and dairy products have become highly sought after.



Now Sumandeeep's success story has inspired many, and she now serves as a mentor to aspiring small entrepreneurs and women farmers. Her farm has become a hub for guidance, drawing visitors who seek her expertise and insights.



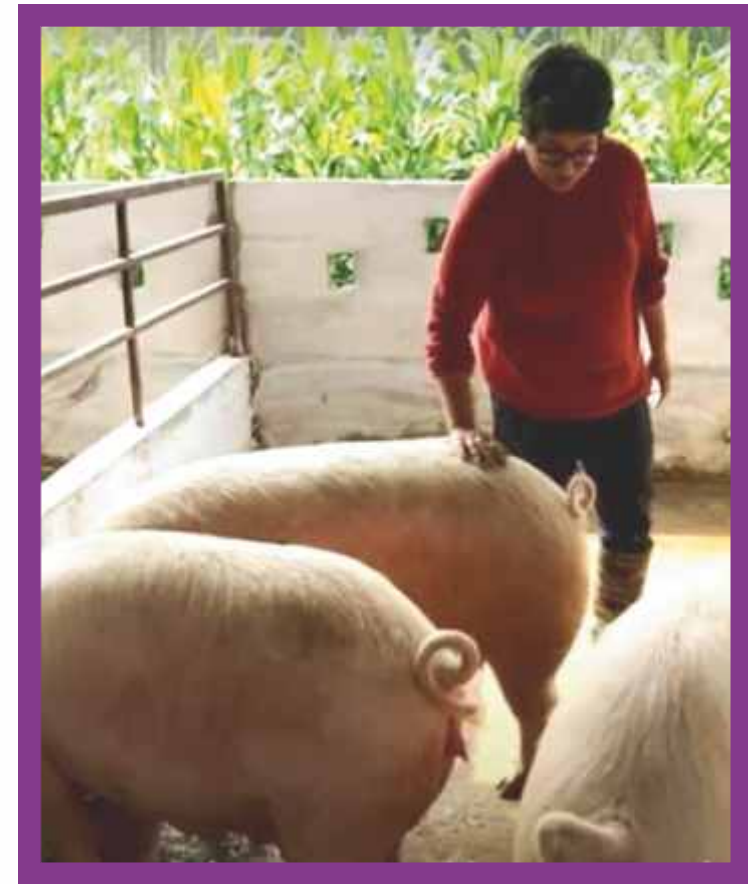
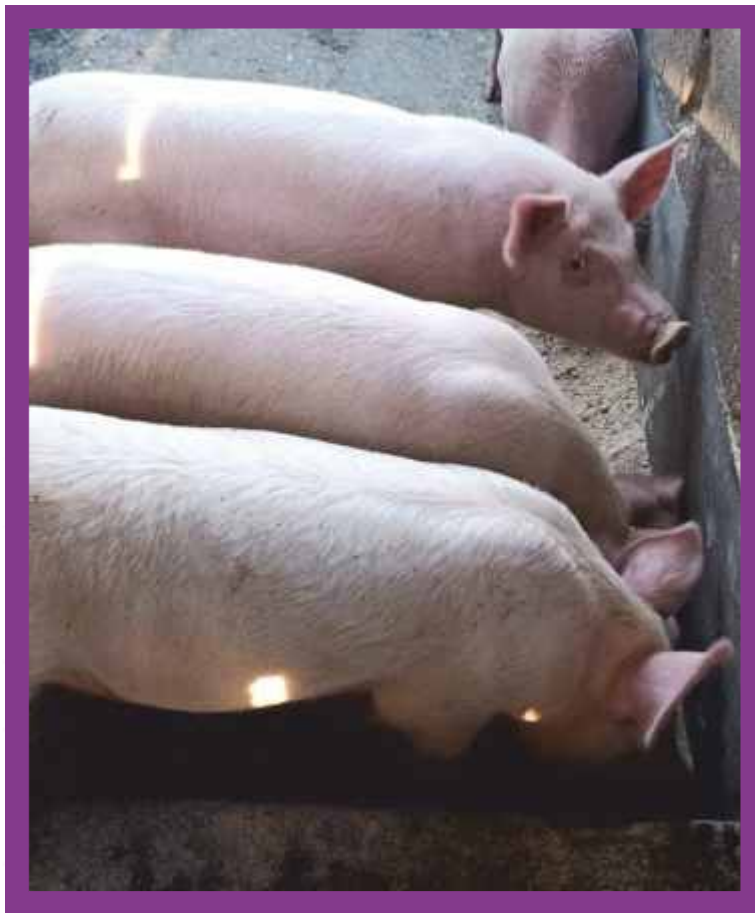
# *Transformative power of determination*



A SUCCESS STORY OF  
**MRS. RUNA RAFIQUE**  
CHANGSARI, KAMRUP  
**ASSAM**

**R**una Rafique, a University of Delhi graduate and co-founder of Blue Planet Amalgamated started her Pig Farm in Kamrup (Assam). She faced a severe setback in 2020 when African swine fever wiped out her operation. Undeterred, Runa rebooted her farm with a commitment to scientific management practices, leading to remarkable success. Now, Blue Planet Amalgamated boasts two popular brands:

Saraighat Farms for fresh meat and Dhuasang Farms for smoked meat, offering a range of products including pork, chicken, duck, and fish. Runa has gained acclaim in North-Eastern India for her innovative work in livestock. With the support of the Department of Animal Husbandry and Veterinary, Runa received vital training and technical guidance, including an advanced course at the National Research Centre on Meat in



Hyderabad. Additionally, ARSLM's backing has enabled her to expand into cluster chicken farming. Runa's diverse practices—ranging from antibiotic-free broiler farming to raising various livestock—have inspired many youths across Assam and the Northeastern region. Her success motivates others to pursue their own ventures in animal husbandry, showcasing the transformative power of determination and expert support.

# Story of Transformation



A SUCCESS STORY OF

**GEETA DEVI**

HARNI, RAINA

**HARYANA**

**G**eeta Devi's journey to entrepreneurial success is a remarkable tale of perseverance and ambition. As a single mother with a dream of owning a business but lacking the funds, Geeta got to know about a loan opportunity from the local Panchayat officer. This pivotal moment, combined with guidance from Animal Husbandry



and Dairying, set her on the path to entrepreneurship. With financial backing from the Bank, Geeta ventured into animal husbandry by starting a goat unit. She began with 16 goats, immersing herself in goat care through workshops and consultations with the department. Her goat herd expanded, and she began selling milk and meat locally.



The profits allowed Geeta to repay her loan ahead of schedule and reinvest in her business, leading to further growth.

# Turning dreams to reality: Poultry Farming paves the way

A SUCCESS STORY OF  
**MRS. RAJ KUMARI**  
KACHE, KINNAUR  
HIMACHAL PRADESH



**M**rs. Rajkumari began her poultry rearing journey as a small-scale venture to supply fresh poultry products for her family-owned *dhabha*. However, after experiencing significant success, she saw an opportunity to turn poultry farming into a full-time business and boost her family's income.

Starting with just 100 broiler chicks as a pilot project, she quickly saw a promising profit, which motivated her to expand. The Department of Animal Husbandry & Dairying played a crucial role in her success by providing essential skills and knowledge through training & workshop. They skilled her on poultry disease prevention, effective feeding techniques, and energy conservation methods. Additionally, she received financial



assistance through the HIMKUPI scheme in 2022, which helped her establish a larger poultry unit.

Today, Mrs. Rajkumari's poultry business thrives, generating a steady monthly income of ₹ 40,000. Her success not only supports her family financially but also demonstrates how leveraging available resources and training can transform a small venture into a profitable full-time enterprise.



# *Contribution to sustainability via Vermicompost Enterprises*

A SUCCESS STORY OF

**SMT. RAMBA DEVI**

BUJHDA, UDAIPUR

**RAJASTHAN**



**S**mt. Ramba Devi belonged to a poor family. Her husband worked as a daily wage labourer. To provide support to her family, she sought support from welfare schemes.

The government provided her with the necessary training, equipment and financial assistance to set up the compost unit of livestock waste.

Her family had a small piece of land. Ramba Devi started livestock waste management by vermicompost unit with enthusiasm, utilizing the cattle manure generated in the village.



Her unit produced 75 tons of compost per month. She has provided livelihood to 20 people locally. She earns a net profit of ₹3 lakh fifty thousand annually.

# *Building a Profitable Venture*



A SUCCESS STORY OF  
**SMT. KIRAN KUMARI**  
MAMERAN KHURD  
**HARYANA**

**K**iran Kumari worked tirelessly as an agricultural labourer alongside her husband, struggled to make ends meet. Her breakthrough came when she got a loan under the Scheme of State Government to purchase two buffaloes. Additionally, assistance from Department of Animal Husbandry and Dairying encouraged her to ensure



providing a safety net for animals of her new farm. With these resources, Kiran began selling buffalo milk locally. As her dairy business grew, She became confident and financially stable.



Her success not only transformed her life but also set an inspiring example for other women in her community.

# *Transforming challenges into opportunities: A Homemaker's Journey*



A SUCCESS STORY OF  
**SMT. AMITA VERMA**  
DHAROI, SOLAN  
**HIMACHAL PRADESH**

**S**mt. Amita Verma, a determined homemaker with a dream of self-sufficiency, embarked on her entrepreneurial journey by starting a small dairy unit with just three cows. Initially, she sold 10 liters of milk daily at ₹ 25 per liter, but the profits were modest.

Seeking to boost her income, Amita decided to expand her farm by introducing both crossbred and indigenous cows. She

approached the Department of Animal Husbandry for help, expressing concerns about her farm's productivity and milk quality. The department's officials guided her in adopting scientific management practices, including balanced nutrition and routine deworming.

Their support was instrumental in connecting her with the Kamdhenu Milk Collection Society, where she now sells 40-45 liters of milk daily, earning



between ₹ 1,300 and ₹ 1,400. Additionally, Smt. Amita received training in Pashu Sakhi, allowing her to assist other farmers in implementing scientific animal husbandry practices.

Amita's journey from a small-scale farmer to a thriving dairy business owner exemplifies how knowledge and support can transform challenges into opportunities.



# Turning Dreams into Reality



## A SUCCESS STORY OF **SMT. ANITA DEVI** DURJANPURA, JHUNJHUNU **RAJASTHAN**

**S**mt. Anita Devi faced the daily challenge of supporting her family of six members. With small land and 2 cows, she started her small cattle farm.

With support from the Department of Animal Husbandry and Dairying, Anita benefited from regular veterinary check-ups, free medicines, artificial insemination, and doorstep vaccinations, ensuring the health and productivity of her cattle.

Embracing modernization, Anita invested in a chaff cutter and milking machine, which streamlined her operations and increased efficiency. Today, her farm includes 77 cows and 7 buffaloes, producing an impressive 1,450 liters of milk daily. She sells milk to Sakhi Mahila Milk Company and local consumers, earning a substantial monthly income of ₹ 3.5 lakh.



Anita Devi's transformation from a struggling farmer to a successful dairy entrepreneur not only highlights her passion and perseverance but also sets a powerful example for others.

# *Imparting knowledge as an Entrepreneur*



## A SUCCESS STORY OF **SMT. DAMYANTI DAS**

BONSHAR, KAMRUP

**ASSAM**

**S**mt. Damyanti Das, the owner of Sri Krishna Cow Dairy Farm situated in Kamrup (Assam), made a bold career shift from Assistant Headmistress to dairy farming, driven by a desire to meet the growing demand for dairy products. She embarked on this journey by breeding high-yielding crossbred cows, and today, her farm produces an impressive 100 liters of milk daily, along with a range of



dairy products like curd, cheese, and kalakand. With the support of the Department of Animal Husbandry and Dairying, who provided vital technical guidance and information, Damyanti transformed her farm into a thriving business. Her dedication and hard work allowed her to expand her operations and establish Sri Krishna Dairy Farm as a respected name in Guwahati's local market and among restaurants.



Damyanti's success in dairy farming, marked by her commitment to clean milk production and innovative practices, has inspired many women around her.

# *Age is just a Number: Building thriving enterprise*



A SUCCESS STORY OF  
**SMT. CHANDRA NEGI**  
LUTUKSA  
**HIMACHAL PRADESH**

**A**t 62, Smt. Chandra Negi embarked on a remarkable entrepreneurial journey by transforming her backyard poultry rearing into a thriving full-time venture. Began as a small-scale effort to provide meat and eggs for her family has evolved into a successful business.

The turning point came when she participated in a training program organized by the Department of Animal Husbandry

& Dairying. There, she learned crucial skills in broiler rearing, poultry disease prevention, and advanced feeding techniques. The department's ongoing support, including advice, and provision of medicines and supplements, played a key role in her progress. Additionally, she benefited from the IPPP-Broiler-600 Scheme in March 2022, receiving three batches of chicks and feed.



With her newfound expertise, Chandra not only excelled in poultry farming but also added two Jersey cows to her enterprise. Her monthly earnings have grown from ₹ 9,000 to ₹ 15,000, reflecting her success and dedication. Chandra's journey is a testament to the fact that with determination and support, one can achieve entrepreneurial success at any age.



# *Profitable Dairy Farming*



A SUCCESS STORY OF

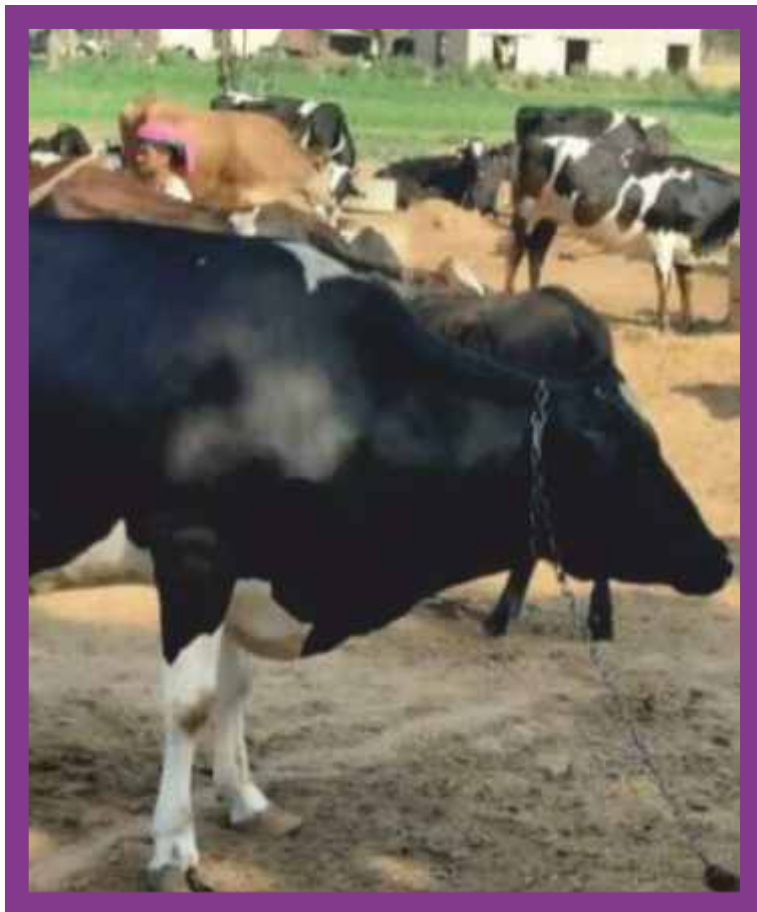
**SMT.SUMAN DEVI**

NAVALGARH, JHUNJHUNU

**RAJASTHAN**

**B**efore starting her dairy venture, Smt. Suman Devi lived a modest life, supporting her family with her husband's earnings from an electronics shop. Seeking to enhance their financial stability, Suman decided to establish a small dairy unit. With limited resources, she began with just three cows, milking them daily and selling the milk to neighbours.

Her journey transformed with the department's support of Department of Animal Husbandry & Dairying, which included veterinary services, regular cattle check-ups, free medicines, and artificial insemination. These services ensured the health and productivity of her cows. As Suman learned more through training and experience, she expanded her operations, investing in essential equipment like a chaff cutter and milking machine.



Her efforts paid off as she grew her herd, added value by producing ghee and paneer, and increased daily milk yield to 1,450 liters. Today, with 77 cows and a monthly income of ₹ 3.50 lakhs, Suman Devi has successfully elevated her dairy business from humble beginnings to a thriving enterprise, significantly improving her family's financial situation.

# *From small farmer to Successful Entrepreneur*



A SUCCESS STORY OF  
**SMT.RADHIKA BORA DAS**  
SIVASAGAR  
**ASSAM**

**R**adhika Bora Das is a determined entrepreneur who transformed her life through goat farming. Her journey began 15 years ago when a local suggested goat milk as a remedy for her son's illness, sparking her venture into the industry. Starting with just one goat, Radhika has since expanded her farm at bigger level. Today, her farm is a bustling hub of activity, raising goats alongside



ducks, chickens, pigeons, and Japanese quails. Radhika employs scientific feeding and housing methods, enhancing her farm's efficiency and productivity. She also integrates sustainable technologies, such as solar panels, to cut down on electricity and heating costs while reducing her environmental footprint. Radhika's innovative use of animal waste to produce gobar gas exemplifies how she turns waste into



valuable resources, optimizing her farm's resources. Her diverse range of animals provides multiple income streams, and her commitment to sustainable practices has set a benchmark in her village.

# *From Farm to Future: A Mother Commitment to Brighter Tomorrow*

A SUCCESS STORY OF

**SMT. POONAM**

RUPANA KHURD,  
SIRSA

**HARYANA**



**S**mt. Poonam, hailed from a farming family and was determined to secure a better future for her children by diversifying their income. She was selected under the State scheme to setting up a dairy unit of 20 Milch Animals. This program provided her with financial



assistance of 2 lakh rupees per year. She purchased buffaloes and started selling milk in her village. Her commitment to quality milk and sound business practices quickly earned her a loyal consumer. By adhering to proper breeding and feeding techniques, she transformed her dairy unit into a profitable business. Poonam's success not only brought financial stability but



also empowered other women in her village. Her achievements inspired many, demonstrating the power of entrepreneurship and financial independence.



# *Thirst for Knowledge paved way for Success*



A SUCCESS STORY OF  
**SMT. SAPNA SAGANNA  
KUMBHAR**  
GOLASANGI, VIJAYAPUR  
KARNATAKA

**S**mt. Sapna S. Kumbhar had a small farm where she reared 5-10 goats. But due to spread of diseases, her goats died, impacting her income. Under National Livestock Mission, she received adequate guidance for scientific goat rearing. She was provided with local breeds with high genetic potential like Osmanabadi, and Beetle male.

She received regular exposure visit from the Department of Animal Husbandry along with KVK. She started selling milk of the goats. She also sold the female kids for good price. This made her confident to rear in an organized way.



She was keen to adopt best practices and regularly consulted with local Veterinary Hospital. Her family's cumulative income increased, leading to financial stability.

# *It is the Courage that Matters*



A SUCCESS STORY OF

**MRS. MILAN SHARMA**

PAVTA, FARIDABAD

**HARYANA**

**M**rs. Milan Sharma faced a tough choice after completing her advanced technical studies to manage cattle farm. She chose the latter and embarked on a journey into dairy farming with a learner's mindset. Attending a training session organized by the Department of Animal Husbandry and Dairying ignited



her interest in modern dairy techniques. She also explored innovative approaches, including livestock waste management. Despite some initial challenges, she succeeded and now runs a Gobar Gas plant, organic farming practices, packaged milk and its by-products, & cow dung bricks.



Her progressive methods have been recognized and praised by both the Department and her community.

# Story of Transformation



A SUCCESS STORY OF  
**MAITREE MAHILA DAIRY  
AGRICULTURE PRODUCER  
COMPANY LTD.**

DOONI, TONK

**RAJASTHAN**

**M**aitree Mahila Dairy and Agriculture Producer Company Limited (MMDAPCL), formed in 2013, has transformed rural livelihoods through innovative dairy and goat farming solutions.

The company has made a significant mark with its brand “AZA,” offering flavoured milk and premium goat milk soap.

The soap, popular among urban consumers, has opened new revenue streams, creating higher margins compared to regular goat milk sales. This success has greatly improved the livelihoods of local goat farmers, providing them with better financial opportunities and living standards.



RACP's (Rajasthan Agriculture Competitiveness Project) investment of ₹25 lakh helped Maitree FPC set up a Goat Dairy unit with a production capacity of 2,000 liters per day after support from the Government. Today, Maitree FPC serves markets in Tonk, Kota, Jaipur, and Delhi, boasting 1,312 women shareholders. FPS achieved an impressive turnover of ₹48 lakhs.



# Perseverance Led to Success



## A SUCCESS STORY OF **SMT. MANJU DEVI**

BAHIA, DUDHIAWALI,  
SIRSA

**HARYANA**

**S**mt. Manju Devi faced financial struggles as an agricultural labourer. Her dreams of educating her children and providing them with proper nutrition seemed unreachable due to her limited income. However, her determination to led her to get a loan of ₹1,50,000, she

purchased two buffaloes, with guidance from Department of Animal Husbandry and Dairying by adequate care and maintenance. Manju Devi started selling milk in her village. Within six months, she was able to buy an additional buffalo. She regularly consulted veterinary office to ensure her animals' health, employing preventive measures to keep them disease-free.



Manju Devi's perseverance and the support she received from the government turned her enterprise into a success, transforming her financial stability.

# *Breaking Barriers: A Thriving Pig Farming Entrepreneur in Assam*

A SUCCESS STORY OF  
**MRS. DIPSHIKHA DEVI**  
PITHAKOWA, SONITPUR  
**ASSAM**



**D**ipshikha Devi is an entrepreneur from Sonitpur of Assam who defied social and religious barriers to establish a pig farm. After her father's demise in 2018, she decided to pursue pig farming as a source of income. Starting with a herd of over 280 pigs, she now owns D'Lisa Livestocks. Expanding her venture, Dipshikha integrated various farming activities, including



raising 4 cows, 67 goats, and poultry (250 ducks and 250 hens), along with fish farming. She generates an average monthly income of ₹87,000 and provides employment for four people. Her farm sells milk about 50 liters per day, eggs, and fish to the local market. Dipshikha benefited from extensive pig farming training organized by the Department of Animal Husbandry and Veterinary Services where she



was introduced to scientific rearing methods. Her dedication earned her the title of "Best Piggery Entrepreneur" by the Assam Animal Husbandry and Veterinary Service Association. Passionate about fostering interest in pig farming among local youth, Dipshikha has become a mentor, helping young entrepreneurs connect with the department and access government benefits.

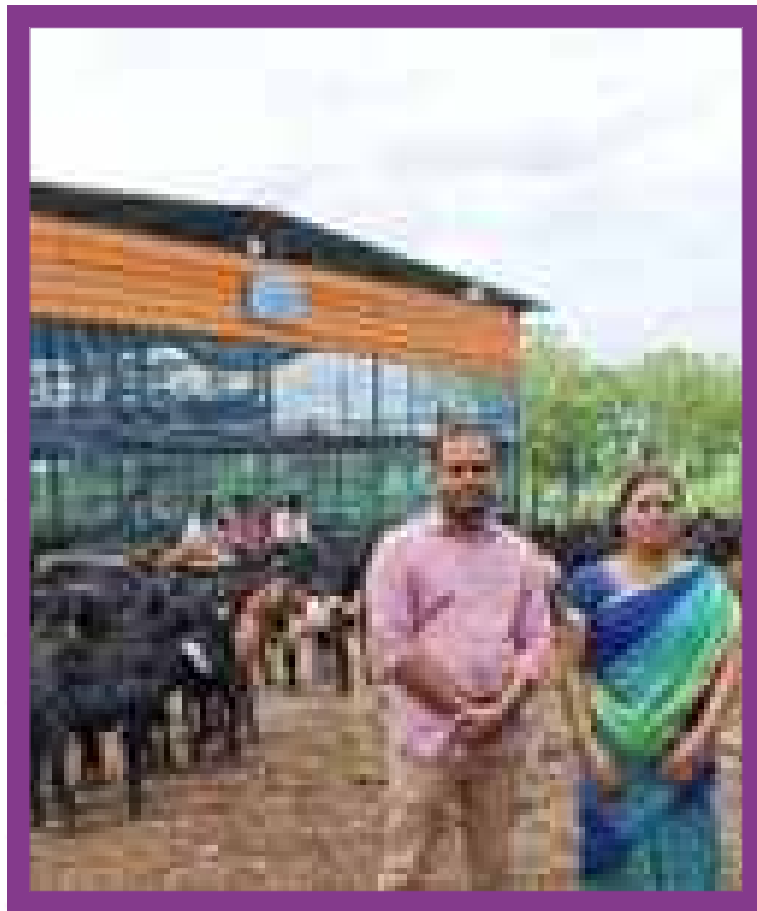
# *Path to Prosperity: How Goat Farming Transformed Her Life*



A SUCCESS STORY OF  
**SMT. SUREKHA**  
BHALKI, BIDAR  
KARNATAKA

**S**truggling with achieving financial stability, Smt. Surekha received assistance from the government for her goat breeding farm through a scheme. With a bank loan of Rs 49 Lakhs from SBI and support from local veterinarian, she launched her business with a herd of 500 goats.

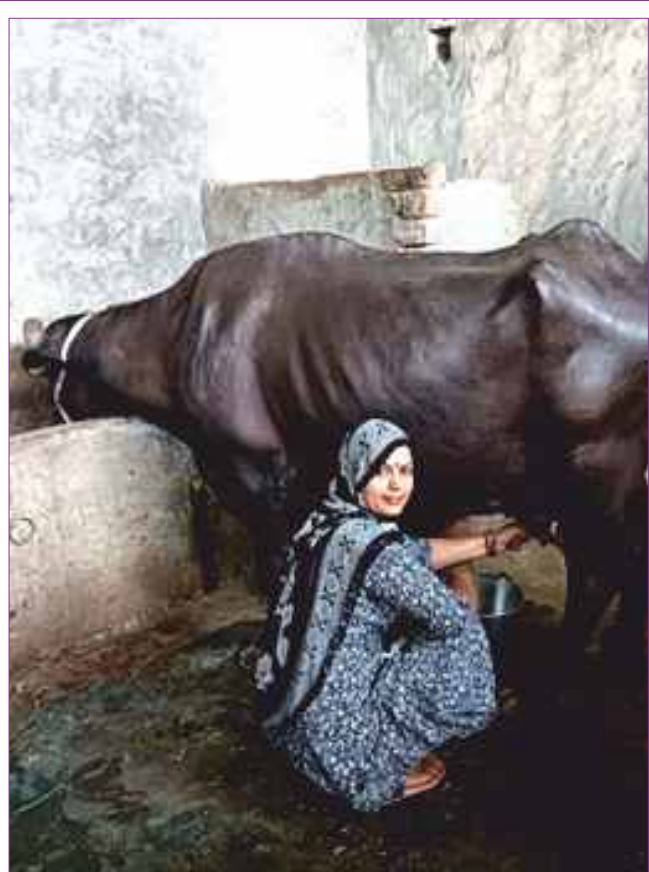
Due to the training in scientific goat rearing and support in fodder development, vaccination, and shed construction, her farm thrived. This growth not only improved her income but also ensured her family's financial stability. Surekha's success has inspired other women in her community to pursue similar ventures, empowering them to achieve self-sufficiency.



Today, Smt. Surekha's journey is a shining example of how government schemes and personal dedication can transform lives.



# *Determination paved path to Self Reliance*



A SUCCESS STORY OF

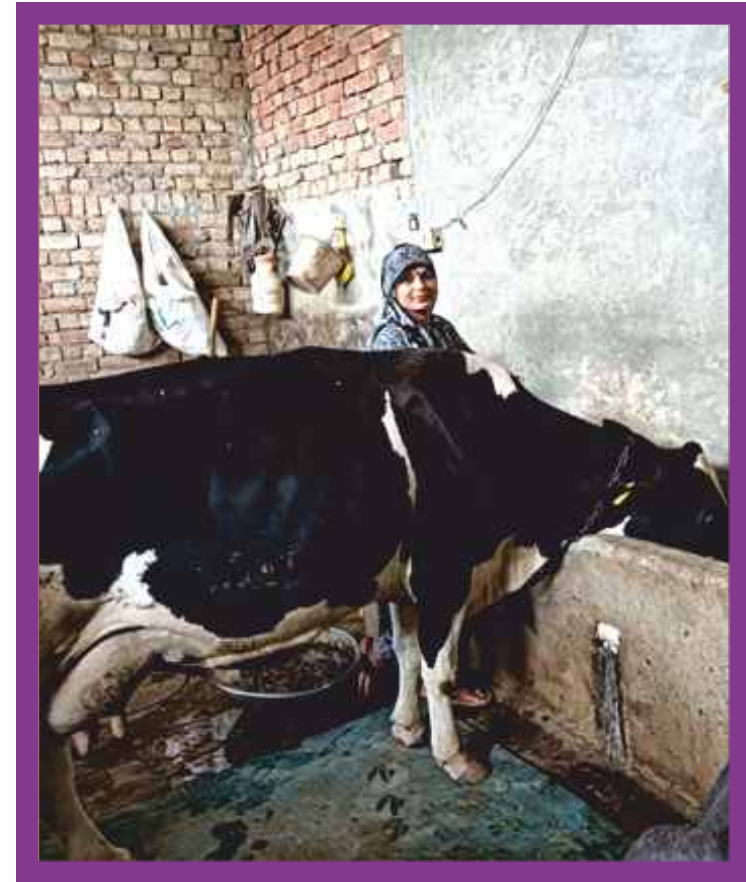
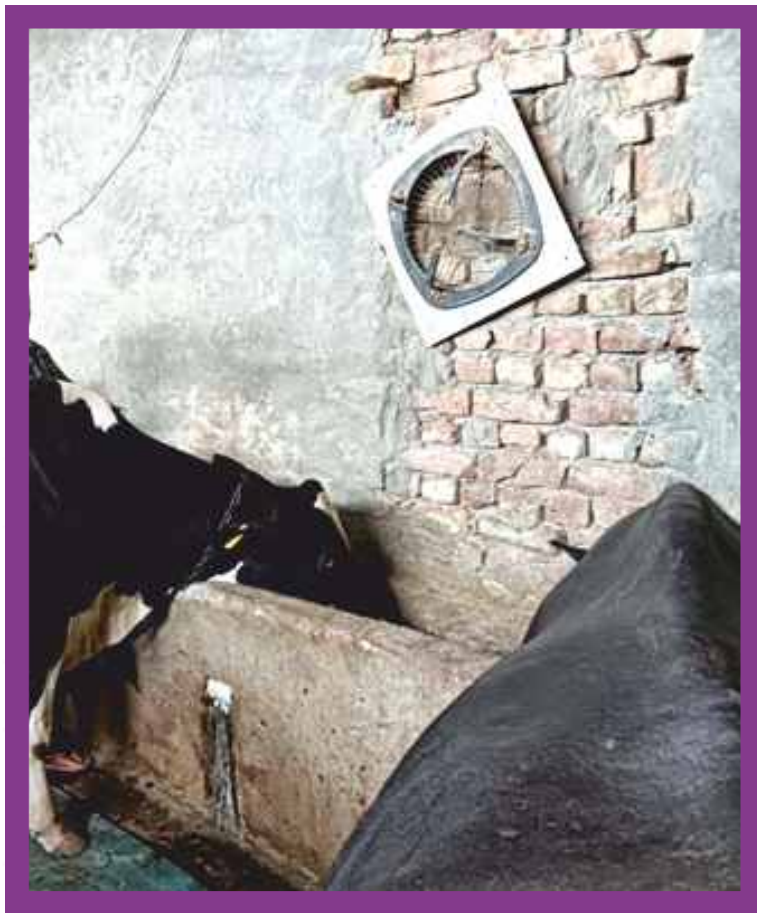
**SMT. SAROJ**

ALIMOHAMMAD,  
SIRSA

**HARYANA**

**S**mt. Saroj joined her husband and in-laws in farming. Despite their hard work, their farm only generated ₹ 20,000 per month, which was not enough to support their entire family. Determined to improve their financial situation, Saroj contacted the Department of Animal

Husbandry for guidance and support in cattle rearing. In January 2021, Saroj launched her dairy unit by selling milk in her neighbourhood. The high quality milk of her dairy quickly earned praise from the consumers, motivating her to expand her market to nearby villages. With her initial savings and continued success, she purchased additional cattle, bringing her total



numbers to 20. Saroj's entrepreneurial spirit not only boosted her family's income but also showcased her dedication to improving their circumstances.

# *Shaping her own destiny with determinations and Govt's Support*



A SUCCESS STORY OF

**PI. LALVENPUII**

SAKAWRDAI

**MIZORAM**

**P**i Lalvenpuii was looking for an additional source of income to contribute to her family financially. She decided to start with the help of Department of Animal Husbandry and Veterinary Services. She received ₹62,700 in financial assistance to kickstart her small-scale



goat farming business and purchased additional stock through the NLM-Goat farming program. The department also provided practical training and exposure visits which boosted her confidence. With this support, her monthly income surged to ₹40,000. She reinvests in her business and boost productivity. Her success story highlights the transformative



impact of targeted support and determination in overcoming financial difficulties and achieving entrepreneurial success.

# Chalking out a Path to Success



## A SUCCESS STORY OF **SMT. HARIPRIYA** DUNGRIFATARYAL, CHAMPWAT UTTRAKHAND

**S**mt. Haripriya, a dedicated farmer, has turned her passion for dairy farming into a full-time venture. With the help of welfare schemes of Central Government, she started the dairying activity with just one cow. The government's assistance included veterinary care and guidance on artificial insemination, which significantly

enhanced her herd's quality and boosted milk production. Haripriya expanded her dairy operation, now managing a small herd of cow which provides her with a reliable income.

Her hard work and commitment were recognized when she won first place at a local Animal Exhibition. She was also honoured with



the “Jila Stariya Kisan Bhushan Award”, celebrating her success in the dairy sector.

Smt. Haripriya's achievements have greatly benefited her family and community, inspiring other women in her village to follow their entrepreneurial dreams.



# *Livestock Management empowered her*



A SUCCESS STORY OF

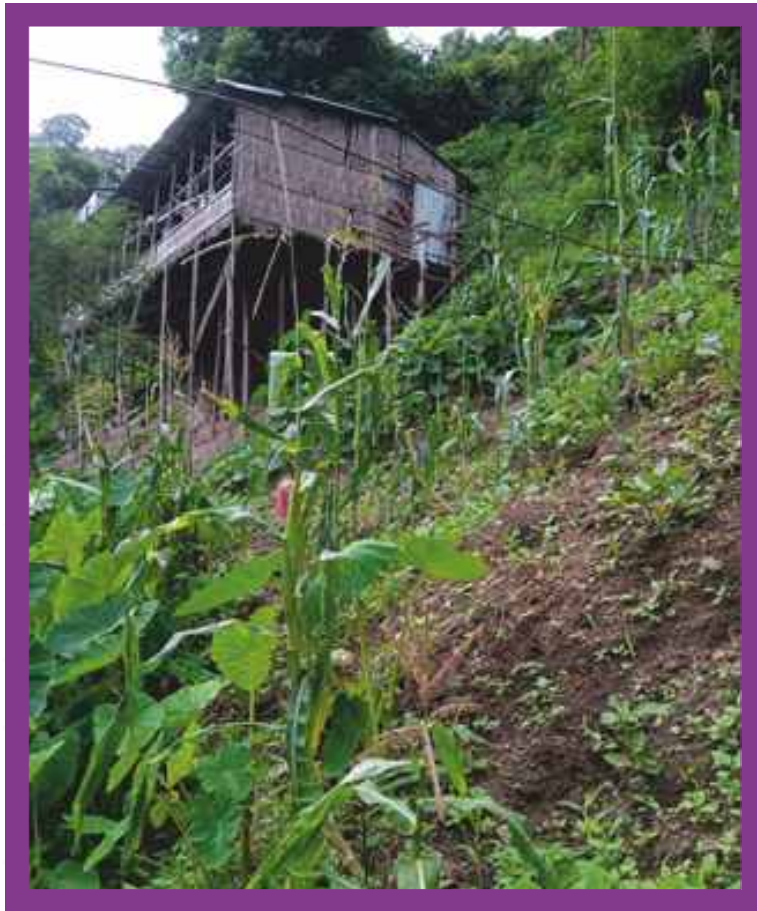
**PI. BIAKDAWLI**

ARMED VENG, AIZAWL

**MIZORAM**

**P**i Biakdawli from was struggling financially, earning just ₹5,000 a month. Determined to improve her situation, she seized the opportunity when selected for the NLM–IPPP Broiler Farming program by the Department of Animal Husbandry and Veterinary Services. With financial support of ₹70,875, she embarked on small-

scale broiler farming, marking a significant turning point in her life. The department's training programs and exposure visits equipped her with essential poultry farming skills. As a result, her broiler farming venture began to thrive, and her monthly income has since surged to ₹15,000–₹16,000. This impressive increase has not only provided her with a stable



income but also allowed her to reinvest and grow her business further. Today, Pi Biakdawli is a beacon of success and inspiration for the women in her community.



# *Self Belief Paved Way for Success*



A SUCCESS STORY OF

**SEEMA**

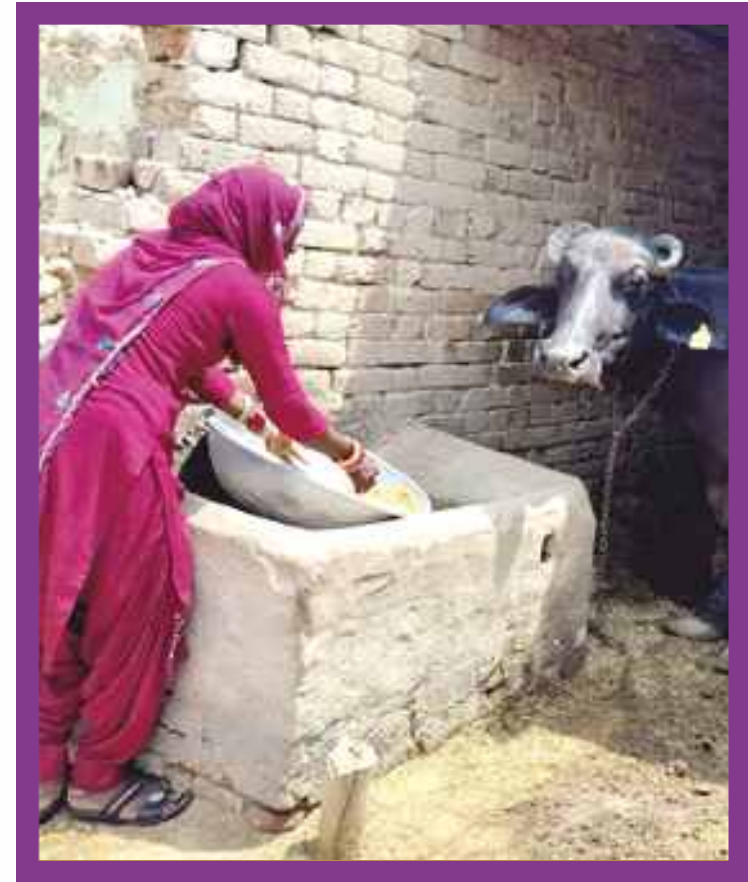
GUR KISHANPURA,  
SIRSA

**HARYANA**

**S**eema, from a modest background with a family dependent solely on agricultural farming, sought a way to boost their limited income. She got support from the Department of Animal Husbandry and Dairying. With initial assistance from the State Government on best cattle-rearing practices, Seema received



₹75,000 for her first buffalo purchase. Building a shed with her family's help, Seema soon received an additional assistance of ₹1,50,000 to expand her dairy operation. She saw the potential in a dairy farm and began selling milk in her neighbourhood. Her commitment to quality quickly earned her a loyal consumer base, turning her venture into a profitable



business. Seema's success not only improved her family's financial stability but also became a powerful example of women's empowerment in her community.

# *Strengthening Livelihood: How Poultry business led to financial stability*

A SUCCESS STORY OF  
**PI ZOTHANPUII**  
MELRIAT  
MIZORAM



**P**i Zothanpuii, a widow was struggling to make ends meet as a vegetable vendor with a monthly income of just ₹6,000. Her life took a turn when she ventured into poultry farming, With the support of Department of Animal Husbandry and Veterinary Services she got 200 chicks to kickstart her small-scale broiler farming. With additional stock from the Centre

Government scheme National Livestock Mission backyard poultry program and hands-on training, Pi Zothanpuii tackled challenges and grew her operation steadily. As her poultry business thrived, her income doubled to ₹12,000 a month, marking a significant financial uplift. This newfound income allowed her to reinvest in her farm and enhance



productivity, leading to greater financial independence and stability. Pi Zothanpuii's successful transition from a struggling vendor to a thriving entrepreneur highlights the transformative power of targeted support and hard work.



# Story of Transformation



A SUCCESS STORY OF

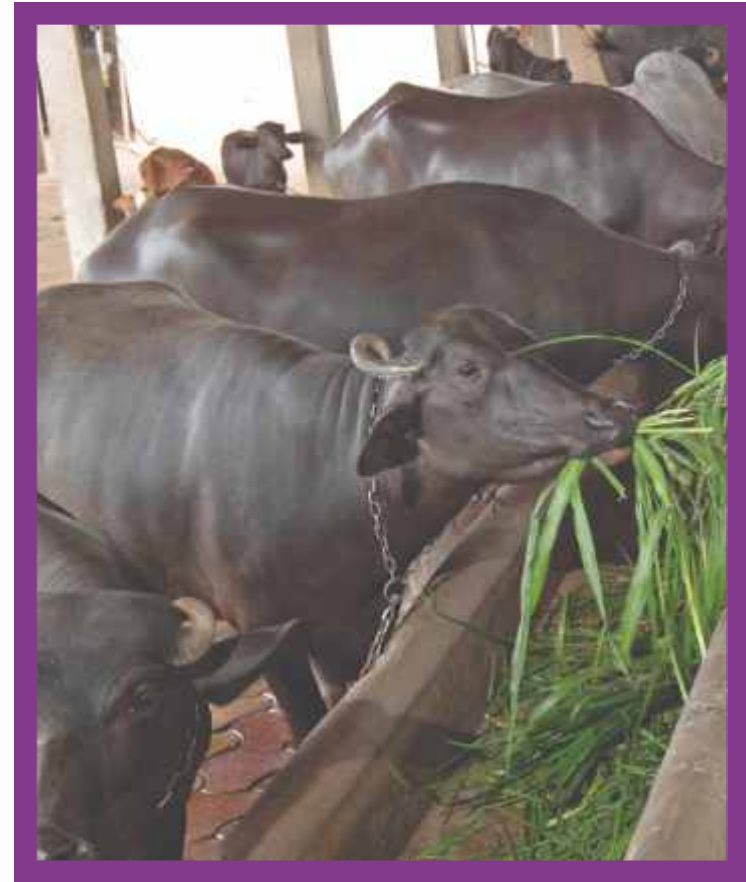
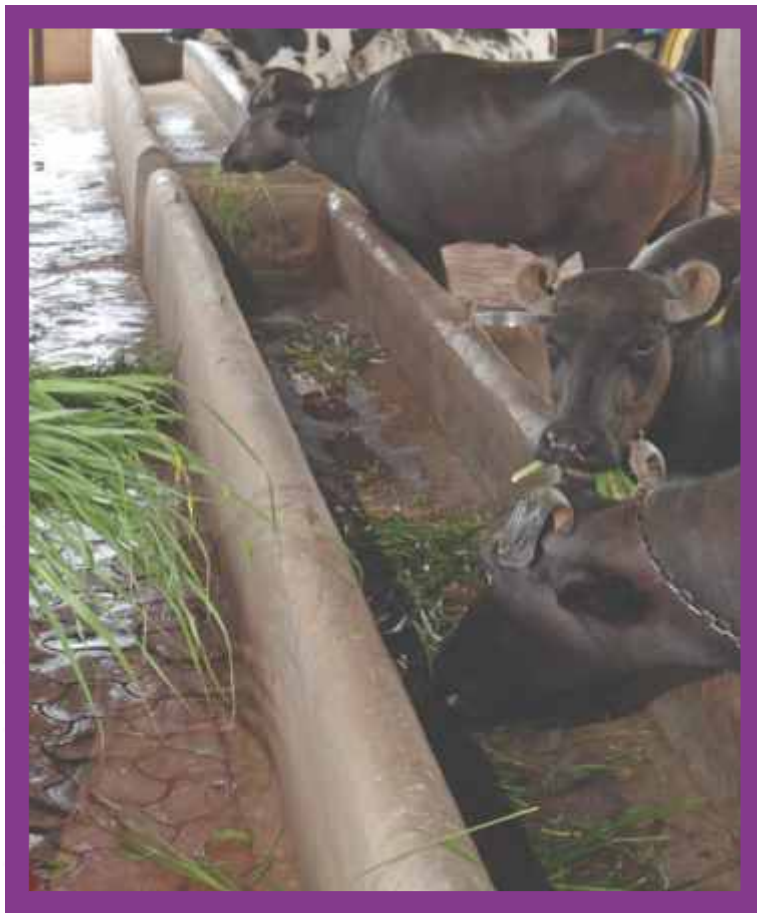
**SONIKA**

SIRSA

**HARYANA**

**S**onika, a housewife from a modest agricultural background driven by a desire for financial stability, She explored alternative income sources. Her opportunity came through the Department of Animal Husbandry and Dairying which introduced her to the training in essential practices like vaccination and

deworming, enabling her to start a dairy farm with a few buffaloes. With proper care, her cattle produced an impressive amount of milk, and her dairy business began to thrive. Her family rallied around her, helping manage the cattle and sell milk in the neighbourhood. Over time, her efforts led to an annual income of 4.5 lakh rupees. Sonika's success not only



transformed her family's financial situation but also inspired countless women to embark on their own entrepreneurial

# Road to self Reliance with Boiler Farming



A SUCCESS STORY OF

**PI. LALTHANGPUII**

MUTHI

**MIZORAM**

**P**i Lalthangpuii, a housewife struggled with her family's ₹7,000 monthly income, barely enough to cover their needs. Determined to improve their financial situation, she was selected for the NLM-IPPP Broiler Farming program by the Department of Animal Husbandry and Veterinary Services. The department provided practical training and organized exposure visits,



equipping her with essential skills and insights into broiler farming. This experience allowed her to do farming activities effectively. Now, Pi Lalthangpuii's monthly income has reached to ₹16,000.



This substantial increase has not only improved her family's financial stability but also enabled her to motivate her community towards success.

# *From 10 to 10,000: Growing a thriving Poultry Business*

A SUCCESS STORY OF  
**RANBIR KAUR GREWAL**  
PATHANKOT  
PUNJAB



**M**rs. Ranbir Kaur Grewal embarked on her poultry farming with 10 backyard chickens. As a teacher with a passion for innovation, she sought to expand her financial horizons by enhancing her poultry farm.

Determined to grow, Mrs. Grewal established broiler farm with 500 birds. Her hard work and dedication saw this number soar to 10,000 birds per batch, marking a significant



milestone. Eager to diversify, she shifted to layer farming, supported by the Department of Animal Husbandry and Dairying. With their guidance, she secured an ₹11-lakh loan from the bank, purchasing 1 acre of land and setting up a cage system for 10,000 layer birds.

Even during the pandemic, the department



continued to support her with essential health services. Today, Mrs. Grewal's farm thrives with 10,000 laying hens, producing eggs year-round and generating an annual income of ₹5-6 lakh. Her success serves as a model for her peers.



# *Journey from Poverty to Prosperity via Pig Farming Business*

A SUCCESS STORY OF

**SMT. PRAMILA**

GHANASHALIA, NAYAGARH DISTRICT

**ODISHA**



**P**ramila once harboured dreams of starting her own business but limited financial resources was always an issue for her. She got to know about a government program designed to help small farmers launch pig farming businesses. Through this initiative, Pramila received essential training by Department of Animal Husbandry and

Dairying on pig care and management, along with financial assistance of ₹1,60,000 for purchasing pigs and setting up her farm, part of a ₹4,00,000 project under the “Semi-Commercial Pig Farming”. With unwavering dedication, she nurtured her pigs and soon sold her first batch at a profitable price. Reinvesting her earnings, Pramila expanded her operation



and enhanced her farm’s productivity. Her success has become a beacon of hope in her village and beyond, illustrating how perseverance and opportunity can overcome poverty.

# *Fodder Cultivation: A path to success*



A SUCCESS STORY OF  
**SMT. SUNITA KUSHWAHA**  
CHIRTHA, RIWA  
**MADHYA PRADESH**

**S**mt. Sunita Kushwaha earned her living through a small farm with two cows whose milk she sold. But the cost of buying fodder for the cows was becoming increasingly expensive. She realized that the input cost for the cows was too high and was affecting her finances. In order to reduce the cost, she decided to start fodder cultivation.

Smt. Sunita decided to take advantage of the government



program on fodder cultivation. The dairy department provides green fodder seeds (bajra) to increase quality fodder production. Now with the green fodder her expenditure reduced and able to earn a profit by selling surplus green fodder.



Sunita's decision to grow her own fodder has paid off handsomely. As she has tapped into a profitable business of selling the nutritious fodder. Her success has led to increased demand from local farmers, providing her with a steady income and further stabilizing her finances.

# *Empowering Rural Women through Goat Farming*

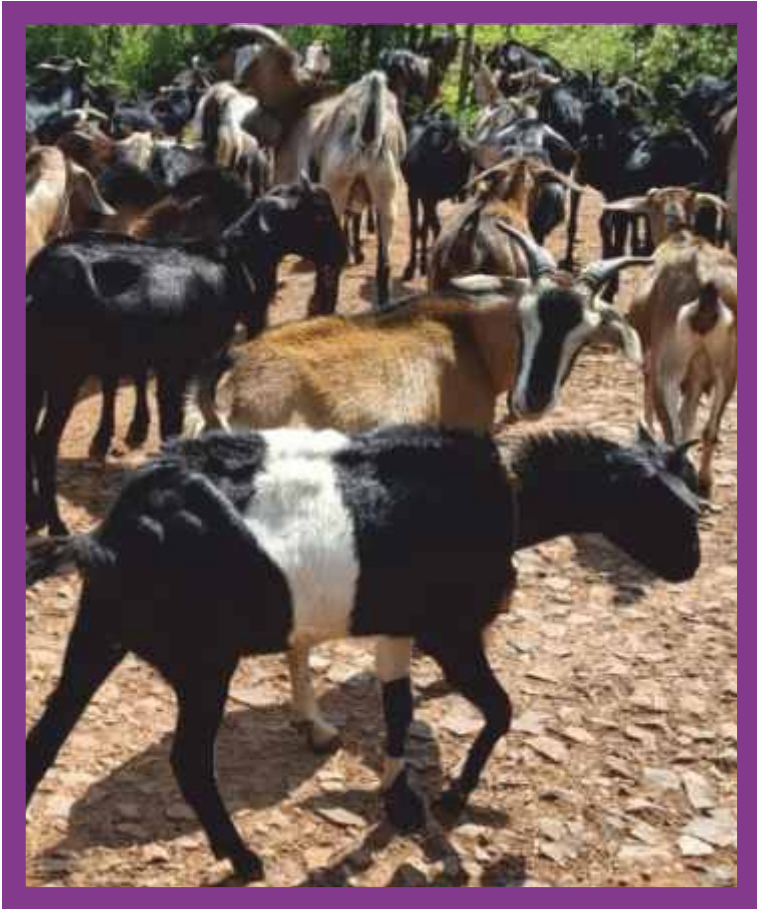


## A SUCCESS STORY OF **Maa Maheshwari Self-Help Group**

**BALANGIR DISTRICT  
ODISHA**

**T**he Maa Maheshwari Self-Help Group (SHG) is a shining example of women coming together to uplift their community. Comprising 10-20 women from similar backgrounds, this group pools their resources and knowledge to enhance their livelihoods. They've received substantial government backing, including ₹115,000 subsidy (60% of the project cost) under the state's integrated goat-rearing scheme for 2021-22. This funding helped them

purchase goats and establish essential infrastructure. Beyond financial aid, the group has benefited from training in goat breeding, feeding, and management, as well as marketing strategies to ensure fair prices for their produce. Their collective efforts in goat rearing have significantly boosted their income.



Their success has inspired other women in the area to embark on similar ventures. Now, Maa Maheswari SHG's members are sharing their knowledge, demonstrating the powerful impact of collective action and economic empowerment in transforming rural lives.



# *A Recepte for success: Govt's welfare schemes and determination of beneficiary*



A SUCCESS STORY OF

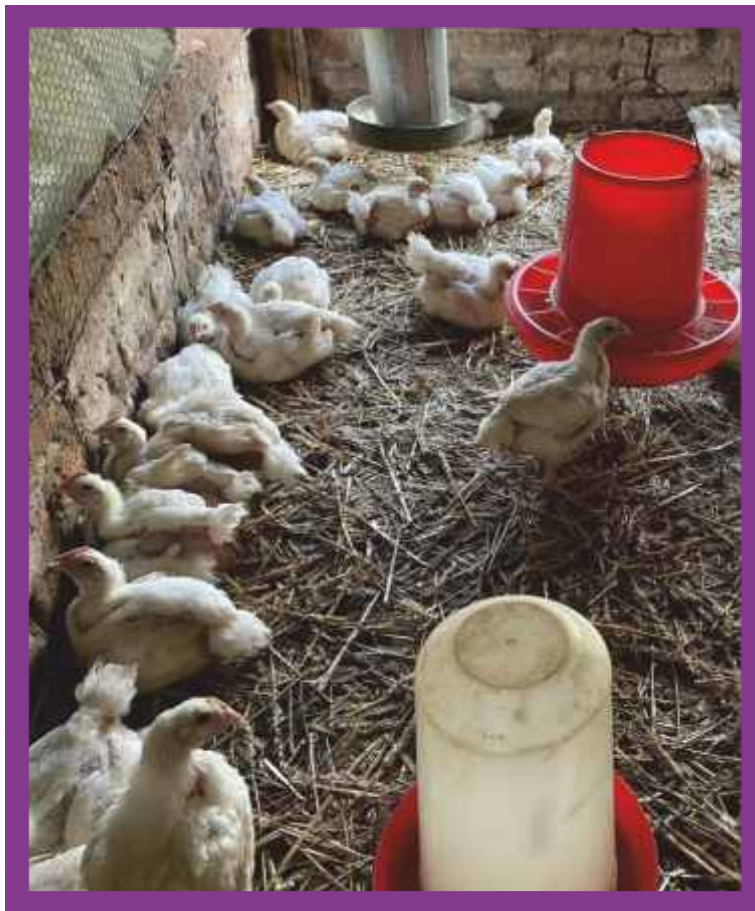
**LALZARLIANI**

AIBAWK

**MIZORAM**

**P**i Lalzarliani, a housewife with a modest income, faced severe financial challenges. Her entrepreneurial journey began with a chance to start small-scale broiler farming. With the support from the Department of Animal Husbandry and Veterinary Services she got 200 chicks and additional stock through the NLM's

Backyard poultry program. The department also offered practical training and exposure visits led by experts, equipping her with essential broiler farming skills. This training helped her tackle challenges effectively, leading to consistent profits. Starting with a few chicks, she expanded her stock, reinvesting her earnings to enhance productivity.



Her dedication paid off, as her monthly income doubled, allowing her to further invest in her poultry business.

# *Building a profitable enterprise with innovation at care*

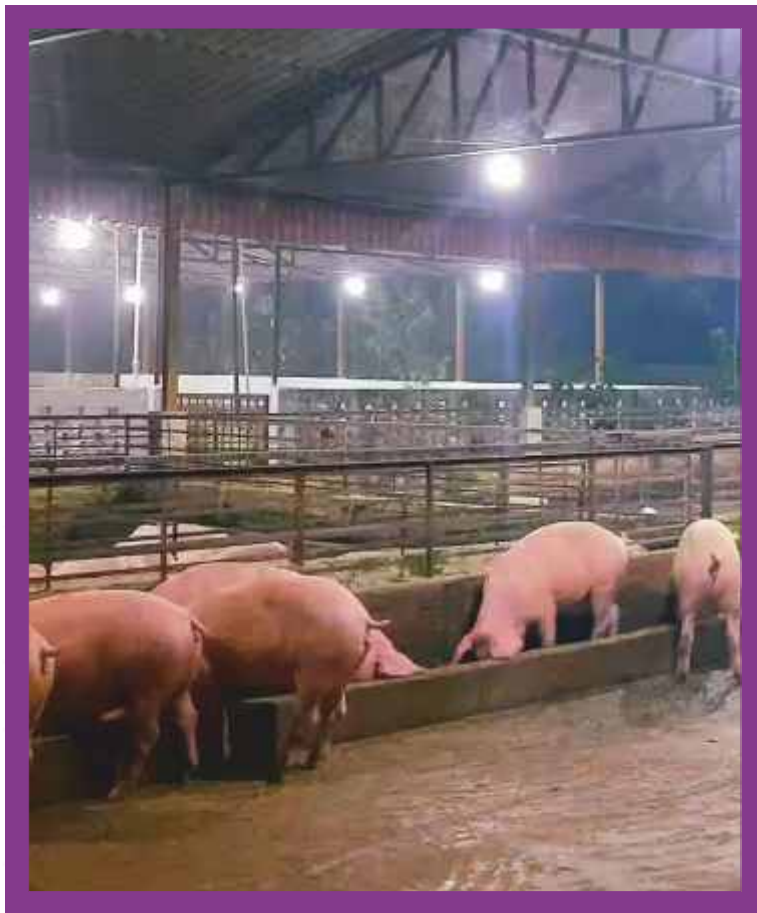


## A SUCCESS STORY OF **SMT. SURAT KAUR** MOGA PUNJAB

**S**mt. Surat Kaur transformed her financial stability through innovative farming practices. Initially relying on seasonal crops, she ventured into animal husbandry by starting with a modest number of pigs. After receiving specialized training from Ludhiana University and continuous guidance vaccinations and animal health by the Department of Animal Husbandry and dairying, she eventually secured initial capital from Bank to establish her piggery farm.



To optimize her resources, Surat Kaur implemented an integrated fishery with her piggery operations. This symbiotic combination reduced feed costs for her fish while the sale of fish supplemented her piggery income.



Within just six months, Surat Kaur's farm began generating substantial income. Her success brought her financial independence and made her a confident entrepreneur.

# *Overcoming Roadblocks: Broiler business ensured success*



A SUCCESS STORY OF  
**LALSANGZUALI**  
TUMPUI, KOLASIB  
**MIZORAM**

**M**rs. Lalsangzuali's journey from hawker and mother of three to a successful poultry and pig farmer is inspiring. She used her savings to build a small shed and began with 20 broiler birds. Her small-scale venture quickly grew as she scaled up production. Faced with financial constraints, Mrs. Lalsangzuali borrowed money from a friend to buy two piglets in April 2022. She got support by the

Department of Animal Husbandry and Dairying under the NLM–IPPP scheme. She had expanded her broiler capacity to 600 birds. Despite initial feed issues with her piggery, further support came through the KCC scheme, providing her with a ₹1,60,000 loan. This funding allowed her to boost both poultry and pig production, now managing 200-600 broilers per batch and producing six batches annually. Her livestock activities have



become her main income source, complementing her vegetable sales. Mrs. Lalsangzuali now proudly oversees 200 broilers, 21 Rainbow Roosters, 7 sows, 36 weaner pigs, and 18 piglets, demonstrating remarkable growth and resilience.



# Story of Transformation



A SUCCESS STORY OF  
**PRAMELTAI ASHOK BADDE**  
LATUR  
**MAHARASHTRA**

**M**rs. Prameltai Badde was earning her livelihood by working as a farm labourer in her village. Her interest in self-employment motivated her to seek opportunities.

Prameltai applied for Navinypuarn Scheme of Department of Animal Husbandry and received a grant of ₹ 45,000 for the construction of the shed. After receiving training on dairying activities from the department, she

increased the number of cows and also took a step towards technology. By growing high-yielding varieties of grass, she was successful in reducing the cost of her unit and was successful in increasing the income in the business.

Due to her efforts, Pramelitai now sells about 120 to 150 liters of milk every day. She earns a profit of ₹ 70 to ₹ 75 thousand every month.



Pramelitai has become a successful entrepreneur and an inspiration for women in her region.

# Story of Transformation



A SUCCESS STORY OF

**SUMAN**

SIRSA

**HARYANA**

**S**uman had always dreamed of earning independently. Eager to find opportunities, she sought local guidance. She got support from the Department of Animal Husbandry & Dairying, after receiving training on management of dairy, she launched her own dairy



unit and, by 2021, she was successfully selling milk to her neighbours. Her venture not only provided significant profits but also allowed her to contribute more effectively to her family's well-being. Suman's success story became an inspiration for other women in her village. Her achievement showed that with determination and the right support, financial independence



and entrepreneurship were within reach. She motivated many to explore local, viable income sources without the need to travel, proving that dreams could be realized with dedication and the right resources.

# *Overcoming adversity by Preserving*



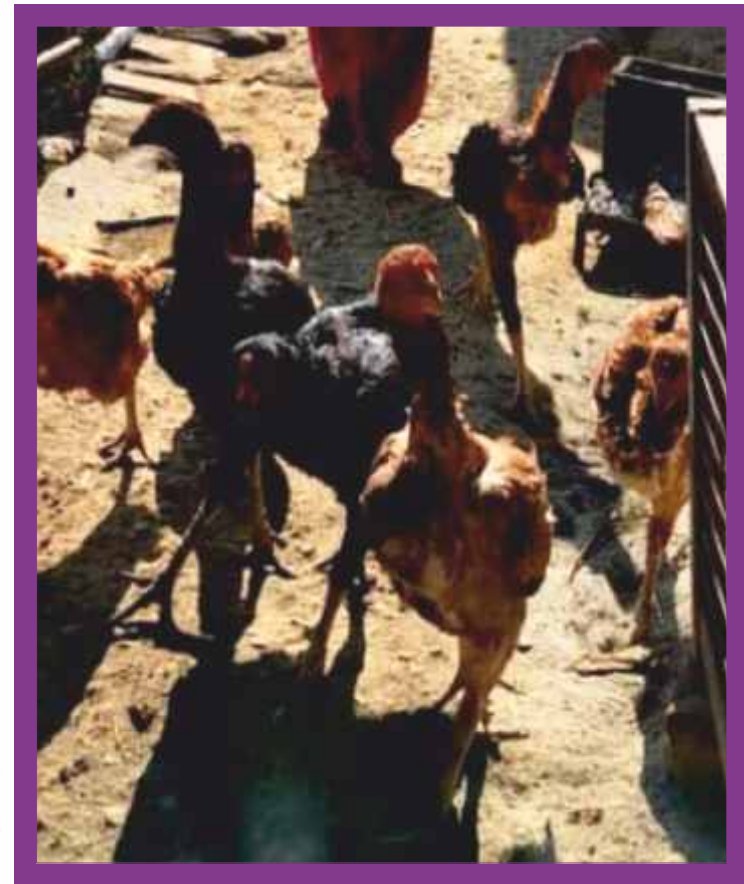
## A SUCCESS STORY OF **SMT. LAXMI DEVI**

KARNYAPRARAG, CHAMOLI

**UTTRAKHAND**

**D**uring the COVID-19 lockdown, Smt. Laxmi Devi faced a severe challenge when her husband lost his job. Determined to turn their situation around, Laxmi leveraged her childhood knowledge of poultry farming to start her own business. She began with just 50 chickens, carefully researching the local market to understand demand.

She got to know about the scheme offering 100 Kadak Nath chicks to start poultry farm. Smt. Laxmi applied for the benefit under the scheme and received the chicks, which allowed her to expand her small operation. As the chickens grew, she began selling eggs and meat, which significantly improved her family's financial situation. Her business flourished, enabling her to rear multiple bird breeds and generate a steady income.



Her husband joined her in the venture, and together they successfully expanded their farm. Despite the pandemic's challenges, she transformed her situation into a thriving business, inspiring many in her community and proving that hard work and perseverance can overcome adversity.



# *Rising Above Adversity*



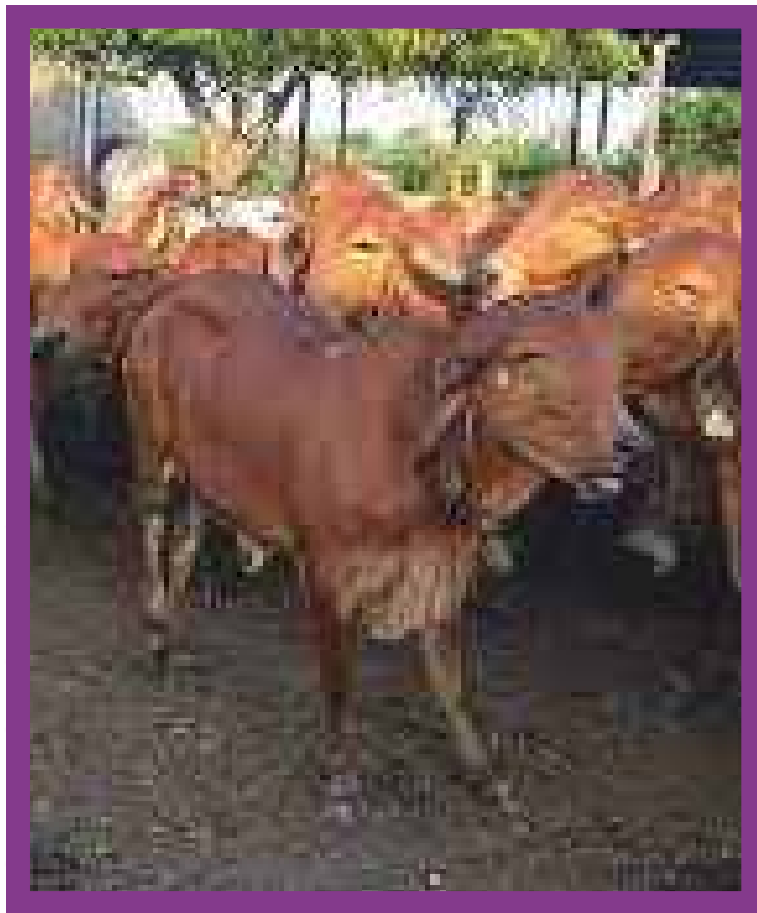
## A SUCCESS STORY OF **SMT. JUNA TAMULI BARMAN**

**BHOJKUCHIAPARA,  
BAJALI**

**ASSAM**

**J**una Tamuli Barman's journey from humble beginnings in Bhojkuchiapa (Assam) to becoming a leading dairy entrepreneur is nothing short of inspiring. Starting with just two cows, Juna's relentless hard work led her to success. Today, her farm boasts of 23 milking cows, 11 heifers, and 13 calves, producing 260-270 liters of milk daily, along with dairy products like yogurt and cheese. With ambitions to expand her herd to 100 cows, Juna's vision for growth is clear.

The Animal Husbandry and Veterinary Department played a crucial role in her success, providing financial aid for growing fodder and connecting her with the Himalaya Dairy Co-operative Society for direct milk sales. They also introduced her to advanced management techniques in housing, feeding, and hygiene, enhancing the efficiency of her operations. Juna's farm also runs a biogas



plant, converting waste into energy for domestic use. Her sustainable practices earned her recognition as an "Outstanding Progressive Dairy Farmer" in 2015, boosting her monthly earnings to ₹70,000 - ₹80,000.

# *Self Dependency is a Key to Success*

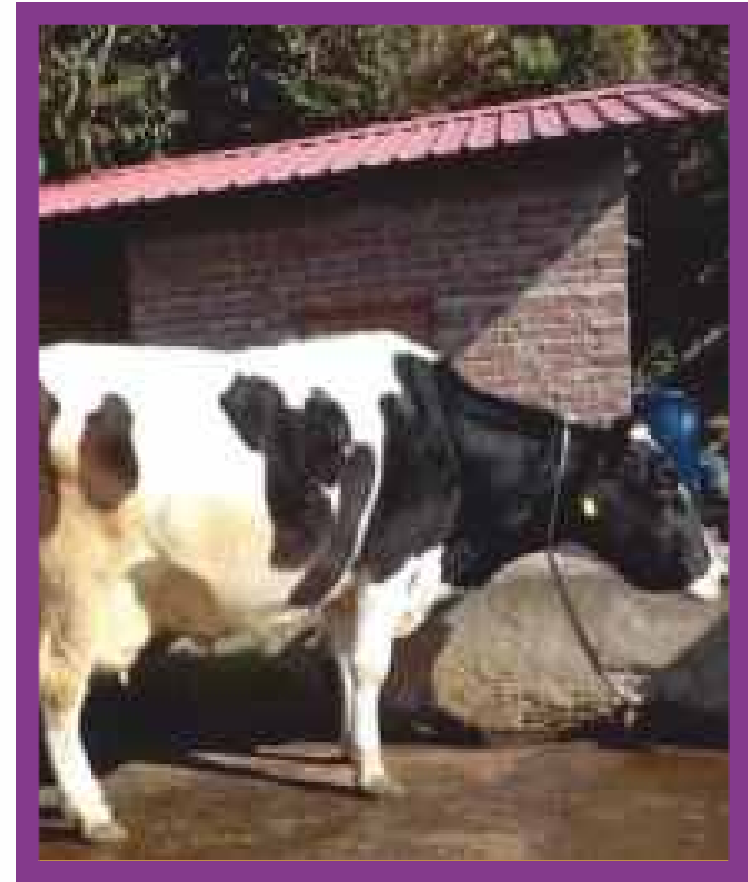
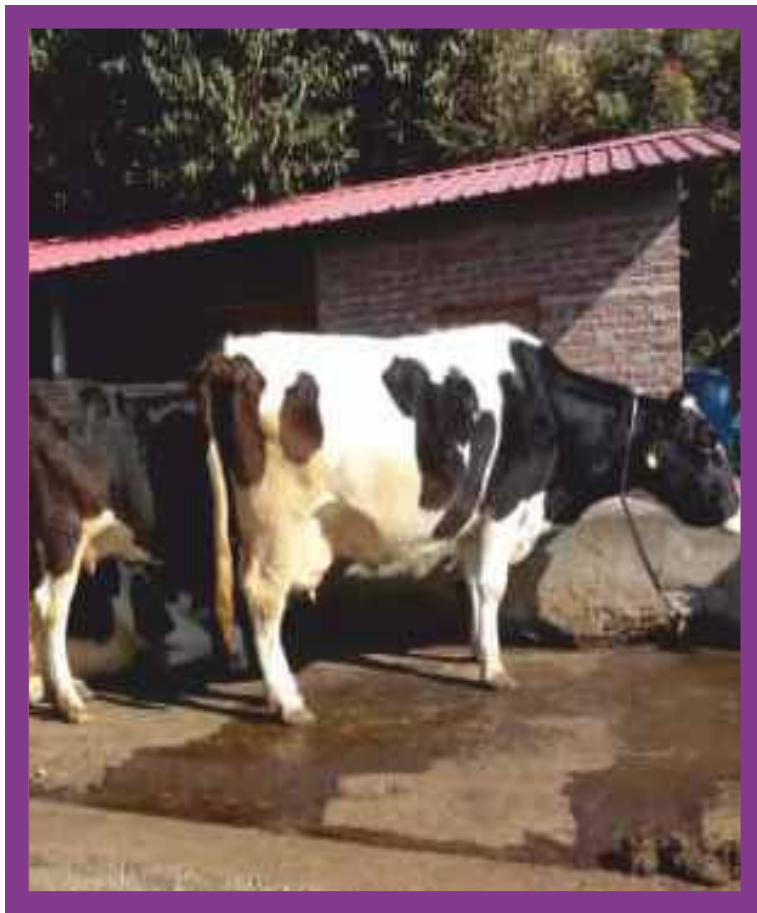


A SUCCESS STORY OF  
**SMT. LATA KANWAR**  
BALARA, SIRMOUR  
**HIMACHAL PRADESH**

**S**mt. Lata Kanwar's transformation from a homemaker to a successful entrepreneur is impeccable. Inspired by a village awareness camp on dairy farming organized by the Department of Animal Husbandry & Dairying and Motivated by the potential for self-sufficiency, she persuaded her husband to invest in cattle despite their modest financial situation, launching a small dairy farm.



Taking full advantage of various Central Government schemes like NAIP, NADCP and risk management insurance, Lata also participated in capacity-building programs, including infertility treatment camps and ATMA training sessions. These resources equipped her with the knowledge to enhance her dairy operation. Through relentless effort and dedication, Lata



expanded her farm to house 12-15 crossbreed cattles. She now sells 80-100 liters of milk daily and produces 8-10 kg of cheese, generating an impressive monthly profit of around Rs. 1 lakh. Her success in dairy farming underscores her hard work.

# *Finding her own identity: From Homemaker to Entrepreneur*



A SUCCESS STORY OF  
**SMT.ANJU BALA**  
NARGALA, KANGRA  
**HIMACHAL PRADESH**

**S**mt. Anju Bala always aspired to be more than a homemaker and to achieve financial independence. Her chance finally arrived when she visited a veterinary hospital for her cow's treatment and met a veterinary officer who introduced her to entrepreneurship opportunities in poultry farming.

Guided by the Department of Animal Husbandry & Dairying, Anju learned about the Broiler scheme and how to leverage it for her new venture. She attended various awareness camps, gaining valuable insights into shed construction, feeding practices, and other essential aspects of poultry farming. The department not only provided her with the necessary knowledge but also offered a grant to help set up her poultry farm. They supplied



her with 3,000 chicks in three batches and conducted regular inspections to ensure her success. Her new venture has become a reliable source of income, allowing her to support her family and fulfill her dream of self-sufficiency. Anju's journey is a testament to how a little guidance and opportunity can turn aspirations into a thriving reality.



# *Determination led her to achieve her dreams*



## A SUCCESS STORY OF **SMT.RITA DALAI** MALKANGIRI DISTRICT ODISHA

**S**mt. Rita Dalai, a dedicated member of a self-help group (SHG) has turned her passion for farming into a poultry business. Despite her longstanding interest in poultry farming, financial constraints had previously prevented her from pursuing this dream. The COVID-19 pandemic hit her husband's poultry business hard, sparking a new opportunity for Rita to start her own venture. Joining the SHG proved to be a game-changer. Through the State Government's support, she received a financial subsidy of

₹71,000 under the state plan scheme for 2020-21, facilitated by Animal Resource Development Department. This funding combined with technical training and support, allowed Rita to establish a broiler unit with a 500-bird capacity. Her hard work paid off as she began selling eggs and poultry meat in local markets, significantly boosting her income.



Rita's success has enabled her to improve her family's standard of living, including building a new house, educating her children, and saving for the future. Now a role model in her community.

# *Collective efforts reaped Profits*

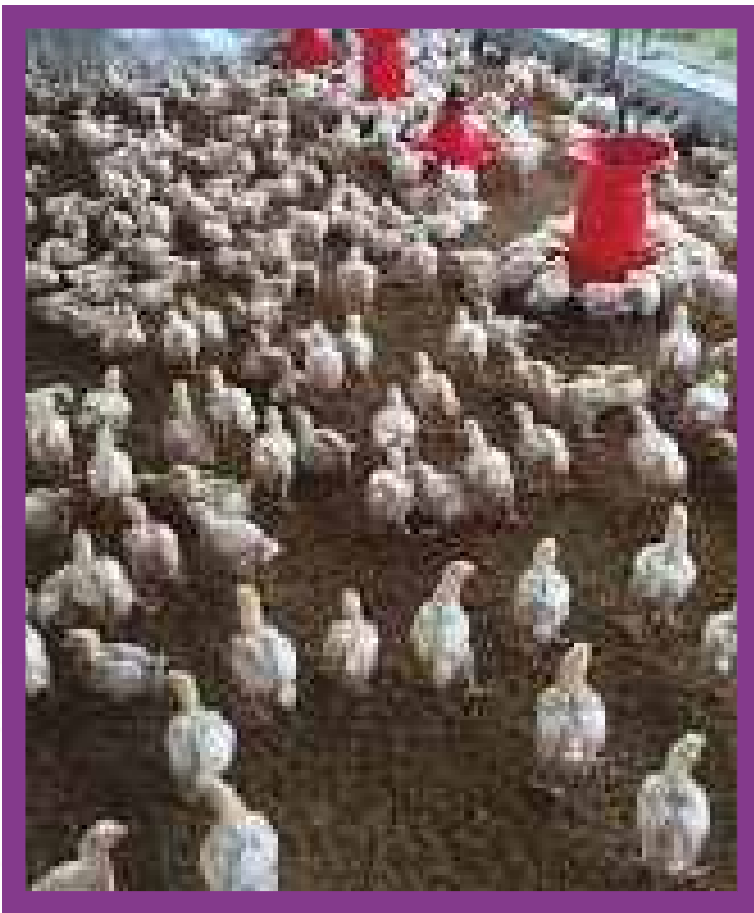
## A SUCCESS STORY OF **MAA TARANI SHG** MALKANGIRI DISTRICT ODISHA



**T**he Maa Tarini Self-Help Group (SHG) has transformed their lives through a successful poultry farming venture. Comprising 10 women from the Tribal community, this group united with a common goal: to uplift their economic and social status. Previously reliant on agriculture and manual labor, they seized a new opportunity with the government's support. The State Government granted them a substantial subsidy of ₹14,40,000 to launch their poultry business. Alongside financial aid, they received



comprehensive training from the Animal Resources Development Department in collaboration with the department of Animal Husbandry and Dairying, Govt. of India on poultry farming techniques and management. The SHG established a poultry farm with 1,000 birds, quickly making a profit by selling eggs and chickens to local markets and school



hostels. They have created a group savings account and a revolving fund for future investments. Maa Tarini SHG's achievement underscores the power of collective effort and government support in enabling rural women to become successful entrepreneurs.

# *Livestock Management Training paved the way for Financial Security*

A SUCCESS STORY OF

**LUNGRUAL SHG**

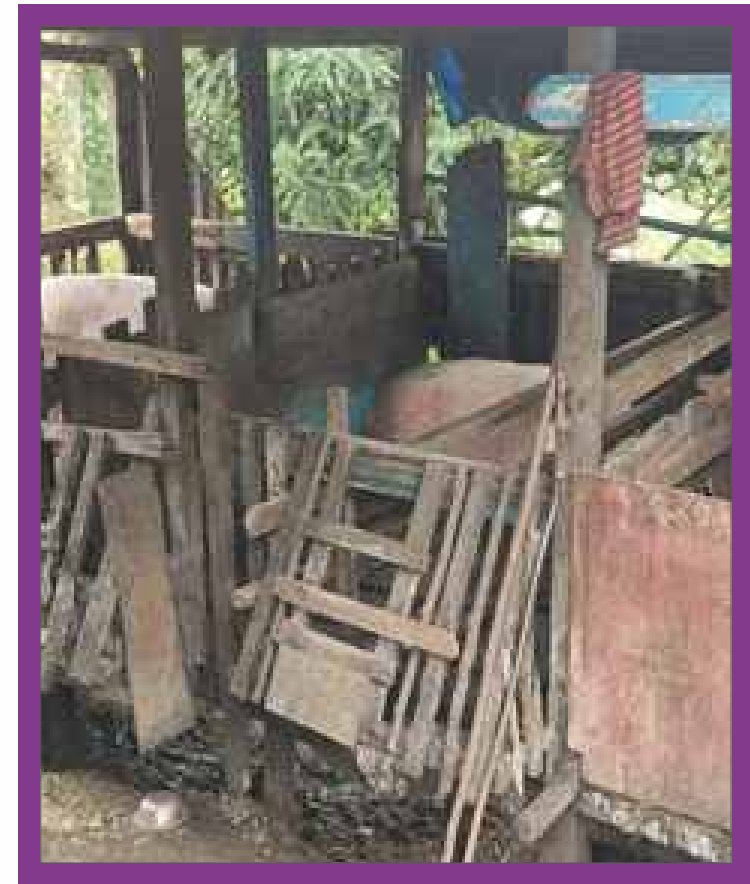
SAITUAL VENGLAI

**MIZORAM**



**T**he Lungrual Self-Help Group (SHG) with 15 active women members, has transformed local livelihoods. This SHG provides access to credit and financial services, both from banks and directly through the group. The Department of Animal Husbandry and Veterinary Services introduced them to backyard and poultry farming, offering hands-on training in

livestock management, animal healthcare, and vaccination under the Centre Government scheme. With this guidance, the SHG set up a successful small-scale poultry farm. Their newfound skills and resilience, supported by the department, led to increased income and reduced dependence on money lenders. The SHG members now enjoy a stable livelihood, accumulated assets like property and livestock, and improved financial security.



This progress has significantly boosted their income, leading to better healthcare, education, and overall well-being, showcasing the power of collective effort and targeted support in enhancing community prosperity.



# Entrepreneur's Journey in Rabbit Rearing



A SUCCESS STORY OF  
**MRS. ACHILA ZHOTSO**  
PEZIELIETSIC, KOHIMA  
**NAGALAND**

**M**rs. Achila Zhotso, once a school dropout, has now become a successful entrepreneur. In order to support her family, Mrs. Zhotso chose to start a rabbit farm. She started with only two rabbits and gradually expanded her farm. She got an opportunity when the Department of Animal Husbandry and Veterinary Services organized a training program on livestock rearing. Mrs.

Achila got information about the different breeds of rabbits and the scientific methods of managing a rabbit farm.

The guidance and support from department encouraged her to construct a better shed. Now she earns about ₹ 4000-5000 per month which brought significant positive changes to her family's condition.



Through her success in rabbit farming, Mrs. Achila has not only become self-sufficient, but also elevated her financial status.

# *Rising Above Adversity*



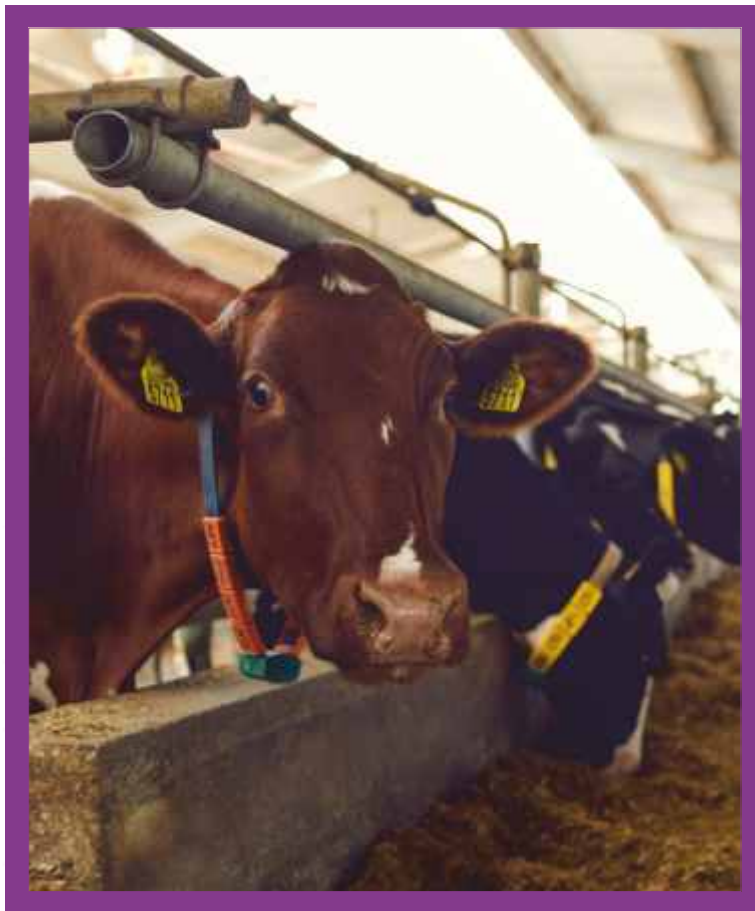
## A SUCCESS STORY OF **SMT. P. VIJYA**

CHITTOR  
**ANDHRA PRADESH**

**M**eet Smt P.Vijya, a 38-year-old woman from a small village in Andhra Pradesh, who built a thriving dairy business she lived in a small house with her husband and children. Vijya 's husband worked as a daily wage laborer, but the income was not enough to support their family. Vijya was determined to find a way to improve their financial situation.



Vijya got to know about the centrally sponsored scheme, AHDF Kisan credit card, a central government initiative offering loans to small-scale farmers starting a dairy business. With a loan of ₹3,00,000 from the credit card and an additional ₹1,00,000 from another scheme, Vijya managed five cows in her dairy unit. Initially, Vijya struggled with inadequate infrastructure and limited knowledge about



dairy farming. Department of Animal Husbandry & Dairying provided her essential training. Vijya's hard work paid off. She now manages 18 cows and supplies fresh milk to neighbouring villages, which has significantly improved her family's income and quality of life.

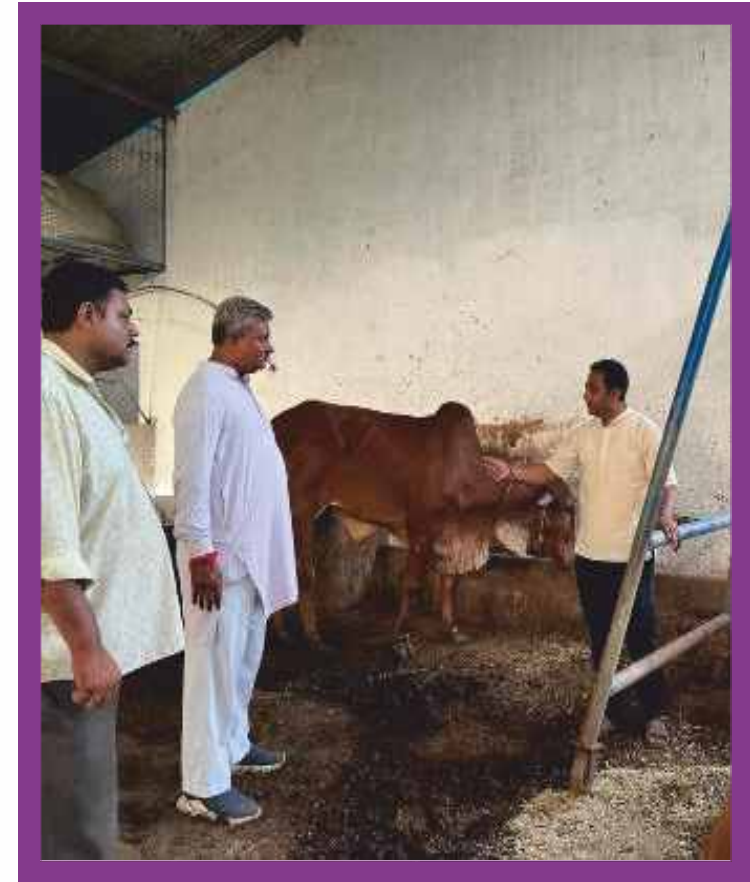
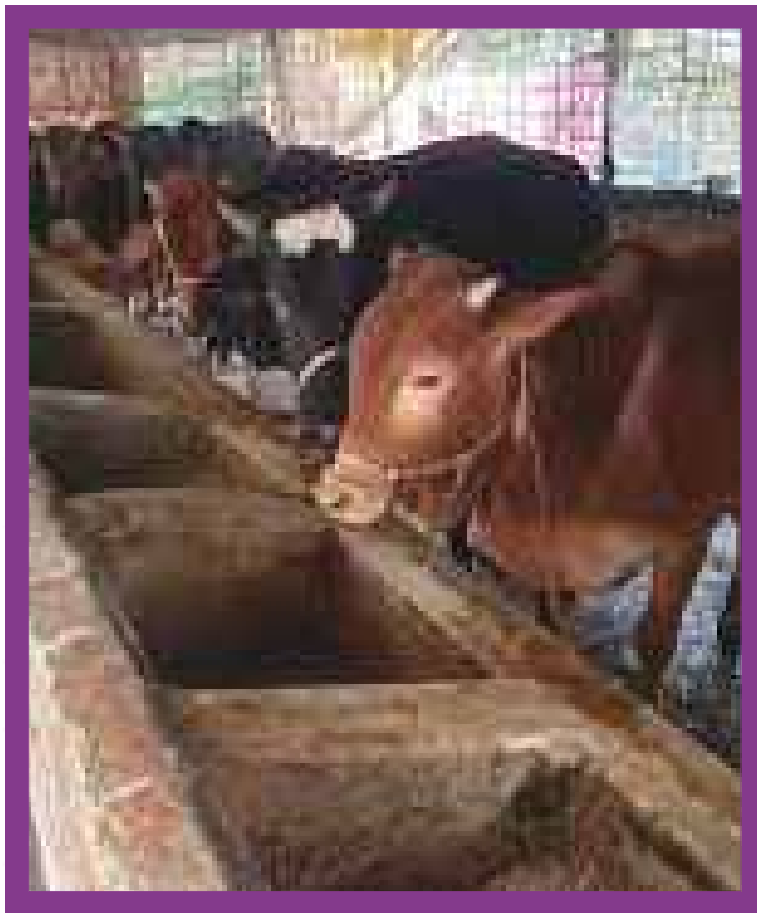
# *Guided by Compassion: Steps towards Dairy Farming*



A SUCCESS STORY OF  
**DR. HEMABEN BHADRESHKUMAR MODI**  
MANPURA, ANAND  
**GUJARAT**

**D**r. Hemaben, a dedicated homeopathic doctor, and her husband, who run a hospital together, have always been passionate about nutrition and safe, unadulterated food. This concern inspired them to launch Modi Dairy Farm, aiming to provide high-quality A2 milk and dairy products to their community.

Running a large, eco-friendly dairy farm involves significant effort. They faced numerous challenges but remained steadfast in their mission. Their commitment to selecting the right breeds, ensuring proper feeding and housing, maintaining animal health, and upholding hygiene standards led to the establishment of a successful farm with 20 cows. Their farm not only offers pure, nutritious



milk but also sets a positive example for sustainable dairy farming.

Their commitment to organic farming and milk production has inspired countless farmers and boosted the visibility of their products. To meet rising demand, they now empower local dairy farmers to adopt best practices and join their network, offering them higher compensation than cooperatives for high-quality milk.



# *Income enhancing through Dairying*



A SUCCESS STORY OF

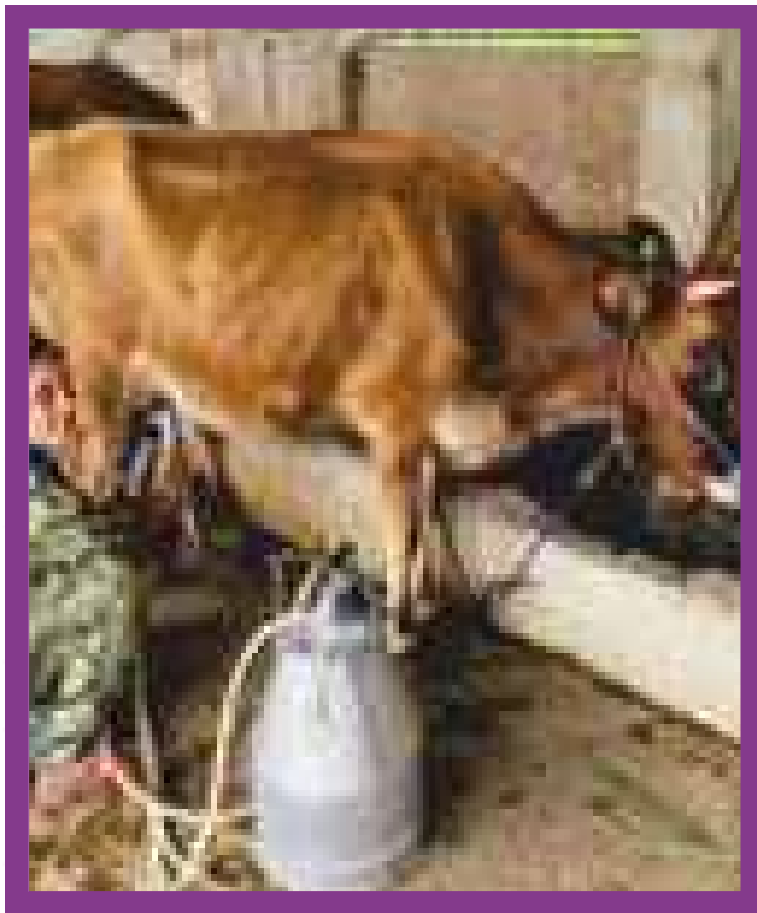
**SMT. USHA**

GUDIPALA, CHITTOOR

**ANDHRA PRADESH**

**S**mt. Usha from Chittoor of Andhra Pradesh lived in a modest thatched house and struggled to make a living from a small plot of land. Despite her hard work as a farmer, the yields were insufficient to support her family. Driven by the dream of a better future, Usha aspired to start her own dairy farm. Discovering government schemes aimed at supporting rural women

entrepreneurs, Usha sought assistance from the Department of Animal Husbandry & Dairying. With the help of these schemes, she transformed her dream into reality. Now, Usha manages a dairy farm with 12 cows, selling milk to local retailers and earning a steady income. This success has allowed her to support her family and meet their basic needs. Usha's story



is a powerful example of how determination, hard work, and the right support can turn dreams into reality and break the cycle of poverty.

# *Leveraging Technology for Better Execution*



A SUCCESS STORY OF

**SMT. ANITABEN MANOJKUMAR**

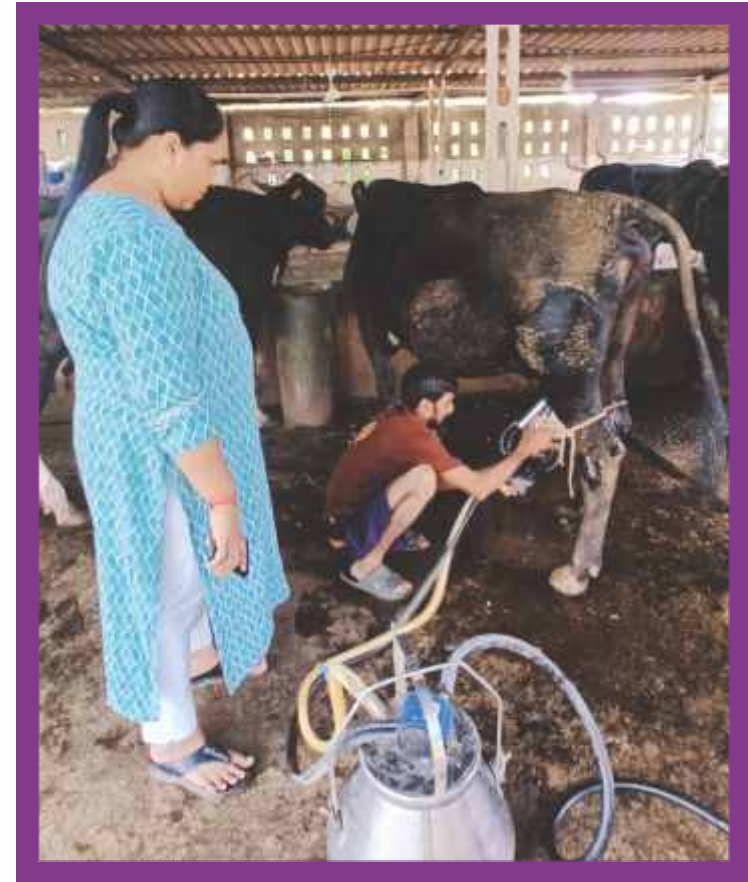
DELWADA, MANSA, PATAN

**GUJARAT**

**S**mt. Anitaben Manojkumar, a forward-thinking dairy farmer, drew inspiration from her family's long-standing involvement in dairy farming. Driven by a passion for animal husbandry, she dedicated herself to mastering best practices and leveraging technology to enhance productivity.



She received training from the awareness campaigns from the Department of Animal Husbandry & Dairying and Dudhsagar Dairy. Her expertise in calf rearing, deworming, and optimized feeding has not only increased her milk yield and earnings but also reduced disease rates and fodder wastage. At her farm, Anitaben has implemented several advanced techniques, including a fogger system to shield her animals



from heat, milking machines for hygienic, adulteration-free milk, and an electric chaff cutter to efficiently process green and dry fodder.

She also uses bypass protein and fat to boost milk yield and follows stringent Artificial Insemination and vaccination protocols. These innovations have made her the leading milk producer in her village.

# *From Small Entrepreneur to Top Earning Dairy Co-operative Member*

A SUCCESS STORY OF  
**SMT. DEEPIKABEN HIRENBHAI PATEL**

MUNSHIVADA, ARVALLI

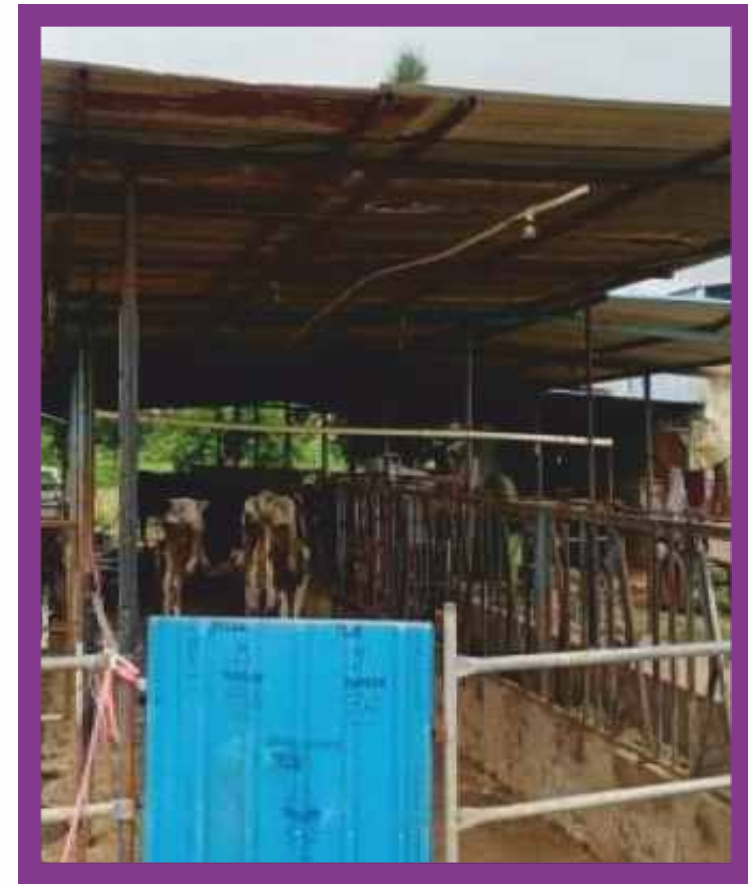
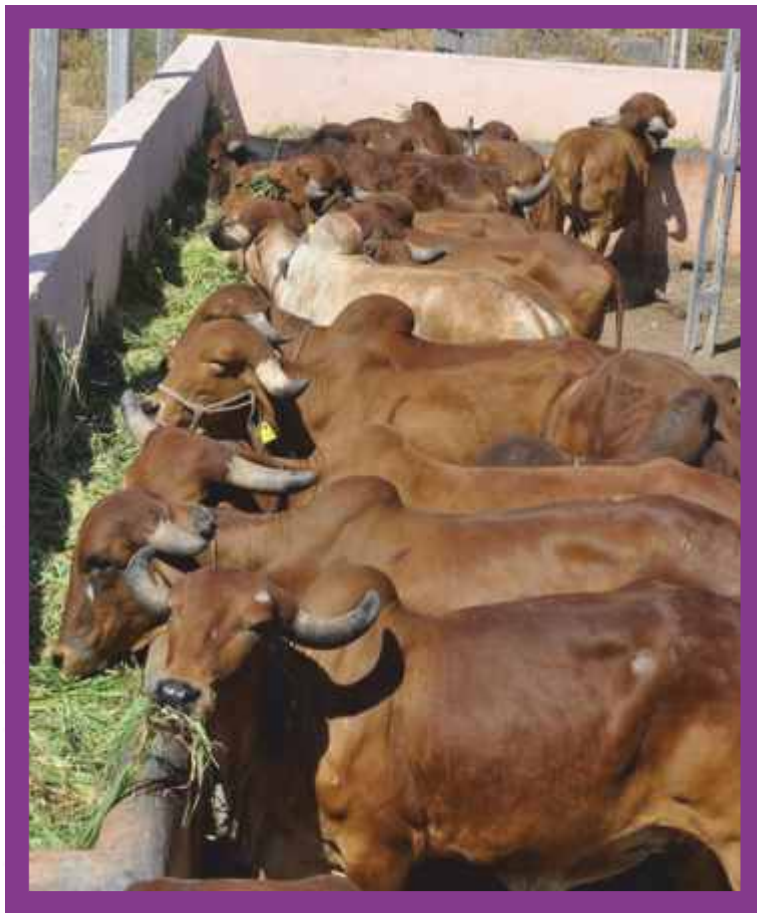
**GUJARAT**



**S**mt. Deepikaben Hirenbbhai Patel took the reins of her family's dairy business after completing her education. She started with just 6-8 cows has now expanded to over 50 cattle, including Gir and Kankrej cows, and Murrah buffalos. Recognizing the importance of modern technology, she swiftly adopted innovative practices to revolutionize her farm.

Deepikaben eventually introduced amenities like milking machines, electric chaff cutters, and forgers to her farm which streamlined operations. Her use of a headlock system ensures safe handling of the cattle, reduces incidents of bullying, and optimized space.

Her dedication and forward-thinking approach have earned her significant accolades, including the "Best Farmer at District Level"



award and the "Shreshtha Pashupalak Purskar". With an impressive annual income of Rs 40 lakhs, she is the highest-paid member of her village's Dairy Cooperative Society, benefiting from both milk sales and the sale of high-quality milking cows.

Deepikaben's success story, driven by technological innovation and modern rearing techniques, has made her a trailblazer.



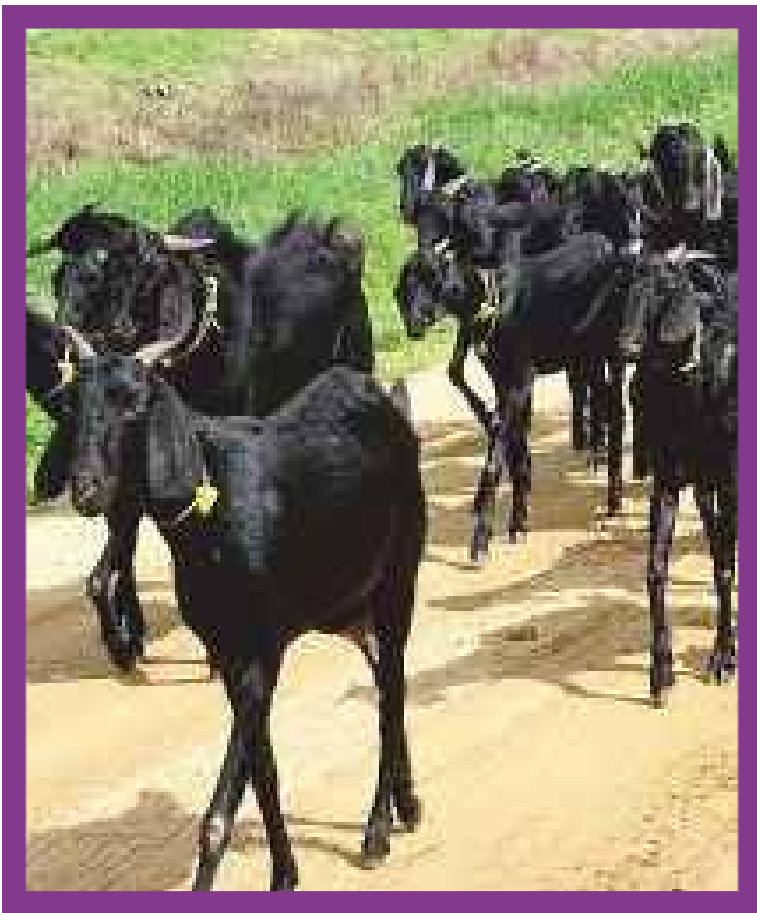
# *Building a Thriving Goat Rearing Business*



A SUCCESS STORY OF  
**SMT. JULEKHA BEGAM**  
PARSONIA, DAMOH  
**MADHYA PRADESH**

**S**mt. Julekha Begam struggled to make ends meet for her family. Undeterred, she set her sights on a promising goat-rearing business after learning about a government scheme offering support for goat farming. She persuaded her husband and applied for the scheme. Under the scheme, she received ten female goats and one male goat to start her venture.

With meticulous care, Mrs. Julekha nurtured her goats and reinvested her profits to grow her herd. She mastered essential skills like breeding and veterinary care, significantly improving her goats' health. Her perseverance and success gradually received recognition in her neighbourhood.



Now, she proudly manages a thriving herd of 23 goats, which provides her family with a steady income. Mrs. Julekha now also supports fellow women aspiring to start their own goat-rearing businesses, amplifying her impact and spreading hope.

# *Transforming Passion to Profession*



A SUCCESS STORY OF  
**SMT. KAMLIYA KAJALBEN LALJIBHAI**  
KALIYABID, BHAVNAGAR  
**GUJARAT**

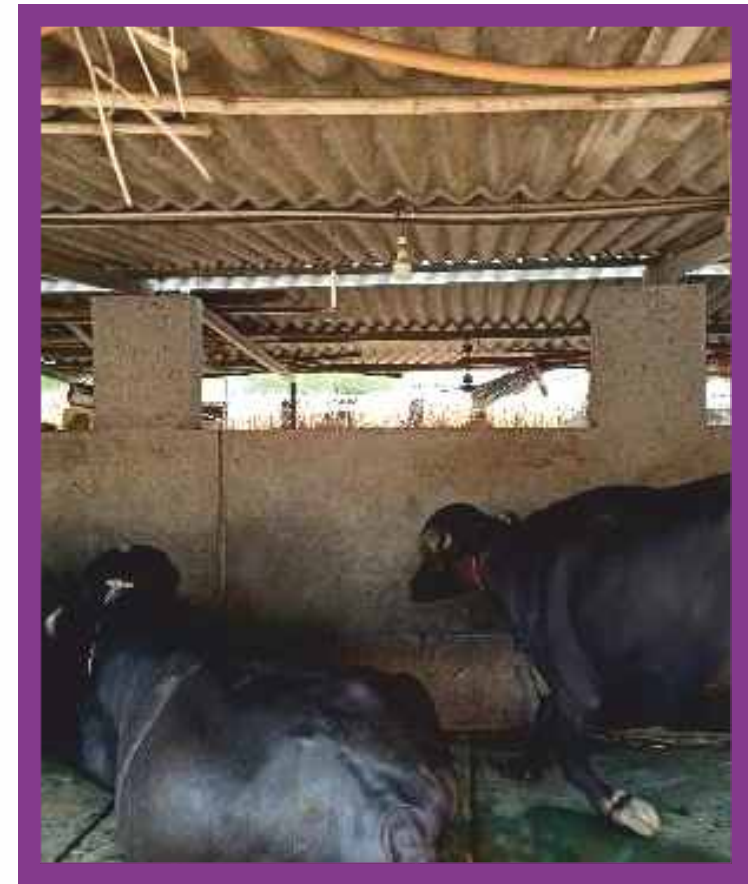
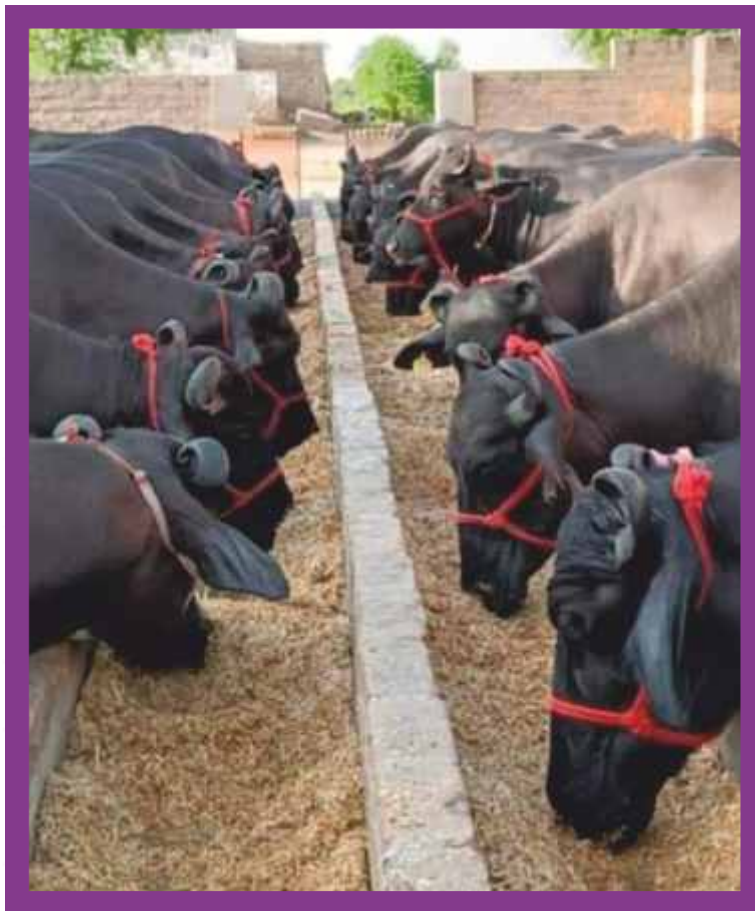
**S**mt. Kamliya Kajalben Laljibhai hails from a family deeply rooted in dairy farming. With hands-on experience from managing 15 cattle at home, she has honed her skills in animal husbandry, covering everything from milking to breeding and milk distribution.

Driven by a passion for animal welfare, she dedicated herself



to the animal husbandry sector for over five years. Her commitment to maintaining animal health is evident in her use of modern equipment like fans, mosquito repellents, and electric chaff cutters to enhance their comfort and productivity. She meticulously tracks her animals' health and ensures they receive regular veterinary care.

Though she has no formal training, Kamliya actively seeks advice from Department of Animal



Husbandry & Dairying who guide her on crucial aspects like mineral supplements, deworming, and vaccination.

Kamliya's success not only improves her livelihood through milk and ghee sales but also inspires women in Bhavnagar to explore animal husbandry as a viable and rewarding career.

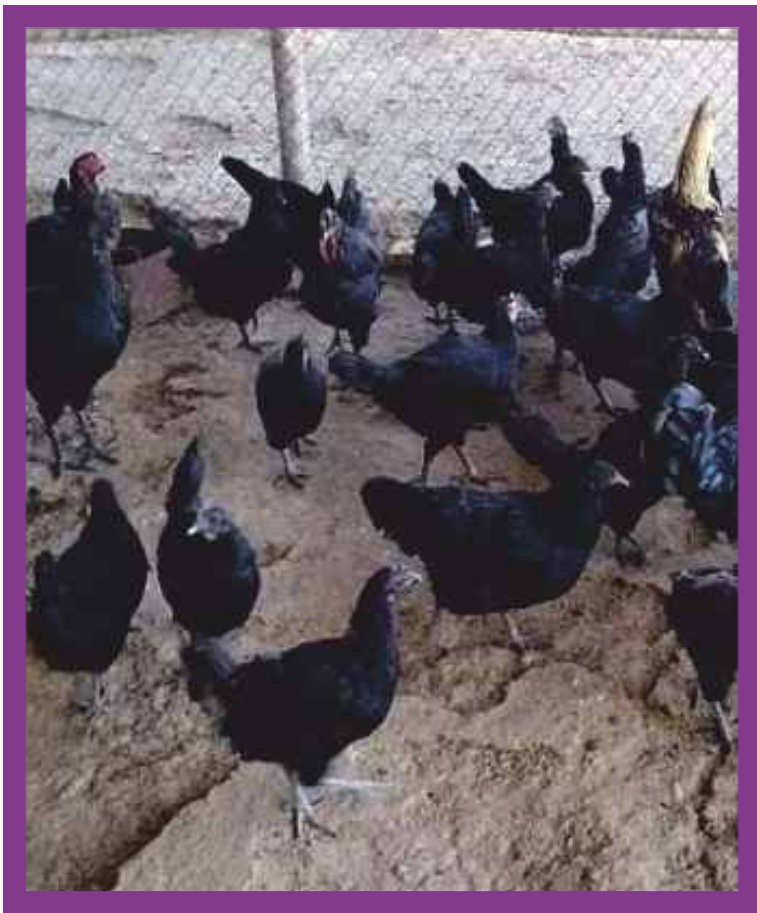
# *Poultry Farming paved way for success*



A SUCCESS STORY OF  
**SITA SINGH**  
SIDHI  
**MADHYA PRADESH**

**S**ita Singh worked as an agricultural labourer as well a Livestock farmer. Coming from an economically weak family, she decided to do livestock farming in a better way due to her special interest in animal husbandry. She came to know about the Kadaknath Poultry Farming Scheme of Department of Animal Husbandry & Dairying. By applying under

the scheme, she received 40 Kadaknath chicks and financial aid of ₹ 3,300. She also benefited from comprehensive training and technical guidance, which boosted her confidence and skills in poultry farming.



Sita diligently reared the chickens, which she then sold them on an impressive rate of ₹ 600 per kg. Her efforts paid off as she earned around ₹ 12,000 per month from selling Kadaknath chickens in the local market. The scheme provided her financial stability.



# *From Adversity to Recognition*

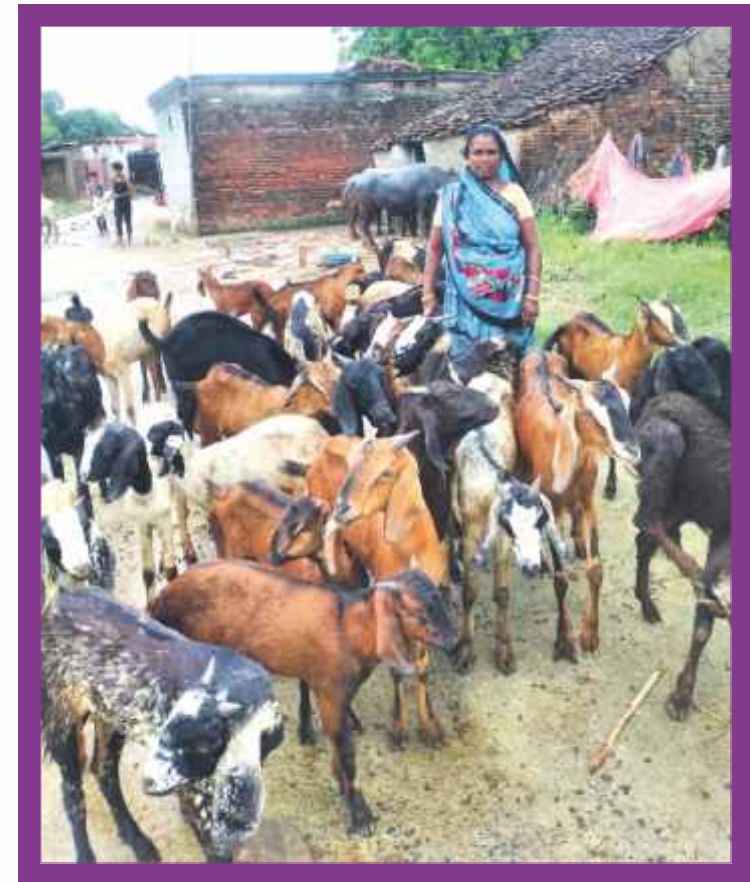


## A SUCCESS STORY OF **SMT. LAMBAI** PARSONIA, DAMOH **MADHYA PRADESH**

**T**he story of Lam Bai is that of a resilient spirit who was determined to increase her family's income via alternative source of earning. She used to make a living through agriculture, struggling to make ends meet. But she never lost hope.

She heard about a government scheme that was providing support to people in her village to start goat rearing. She

convinced her husband to take advantage of this opportunity and applied for the Goatery unit under 10+1 scheme. Through this scheme, she was provided with 10 female goats and one male goat. As the herd grew, so did her business. She began selling goat milk, which quickly gained popularity in her village, and also started selling goats in the local market.



Her unwavering hard work and dedication not only pulled her family out of poverty but also ensured a comfortable life.

# *The Power of Determination*



A SUCCESS STORY OF  
**SMT. BASANTI DEVI**  
BHARNAOW THALISAANI,  
PAUDHI GADHWAL  
**UTTRAKHAND**

**S**mt. Basanti Devi, has transformed her life through goat farming. She has passionately reared goats, starting with just 10 of her own. Despite her dedication, she struggled to earn enough to support her family. She got to know about Rajya Samekit Yojna. Through



this government scheme, Basanti Devi received an additional 10 female goats and 1 male goat for breeding, which significantly boosted her operations. Today, her herd has grown to 20 goats, and she has established a steady income from selling them.



Her hard work has not only improved her family's financial situation but also enhanced their standard of living. Basanti Devi's success story is a beacon of hope for many women in her village.

# *Reason that Changes the Mindset*



A SUCCESS STORY OF  
**MISS TSERING LADOL**  
KARGYAM,  
RONG-CHANGTHANG  
**LADAKH**

**M**iss Tsering Ladol, an ambitious entrepreneur has embarked on a transformative journey to revive traditional livestock farming. Observing the decline in livestock numbers, she took it upon herself to rejuvenate these practices while balancing her academic commitments.



Despite the challenges of managing both her studies and her goat-rearing business, Tsering's passion for preserving her community's heritage fueled her determination. She got assistance from the Department of Animal Husbandry & Dairying, which offered substantial support, including a generous 75% subsidy for her project. This assistance helped



her establish a goat-rearing unit. The department also facilitated breed and health camps, equipping Tsering with essential knowledge about different goat breeds and their care. Tsering Ladol's efforts have not only revived traditional livestock practices but also inspired young people in her village, especially young girls.



# *From Struggling Goat Owner to a Successful Micro-Entrepreneur*



A SUCCESS STORY OF  
**SMT. NIMA DEVI**  
SIMKHOLA, ALMODA  
**UTTRAKHAND**

**S**mt. Nima Devi was doing goat rearing with 10 goats. She got assistance from the Rajya Samekit Yojna, which provided her with 10 high-quality goats and a male goat for breeding. This boost was becoming

transformative for her rearing activity. Nima Devi began selling milk and meat. Her herd expanded to 30 goats, significantly increasing her income and instilling a sense of pride and self-sufficiency. Nima Devi's journey from struggle to success has inspired many women



in her community. Motivated by her success, other women are now pursuing goat farming, seeking assistance from the Rajya Samekit Yojna.

# *Scientific Management of Goats made her Self-Sufficient*



A SUCCESS STORY OF  
**SMT. SURESHI DEVI**  
VIRI, RUDRYAPRYAG  
**UTTRAKHAND**

**S**mt. Sureshi Devi, turned her life around through goat rearing. Despite of financial struggles, she remained hopeful and continued working. Her breakthrough came with the government's Sahkari Vikash Scheme, designed to support impoverished women in starting their own businesses. Under this scheme, Sureshi Devi received



10 high-quality female goats and an additional male goat for breeding, complementing her existing 10 goats.

This support, along with training on goat care and management, enabled her to expand her herd significantly. Sureshi Devi grew her goat herd to 50 within a few years. She now earns a



stable income from selling milk and goats, achieving financial stability and self-sufficiency. Her success has not only uplifted her family but also inspired many women in her village. Sureshi Devi has become a role model.

# *Who don't Give up and Win*



## A SUCCESS STORY OF **SMT. SANRATI JOJOWAR**

SARNA TOLI, KHUNTI  
**JHARKHAND**

**A**fter losing her job during the pandemic, Smt. Sanrati Jojowar struggled to make a living until a local Pashu Mitra from the Department of Animal Husbandry and Dairying introduced her to the Mukhyamantri Pashudhan Vikas Yojna and Kukut Palan Yojna.



Starting with just 2 female and 1 male goat, she expanded her herd to 20 female and 7 male goats, thanks to support in animal health, free medicines, and shed construction guidance. Her income has surged, allowing her to provide better education for her children.



Now, she's helping other women in her community embrace animal husbandry, empowering them to achieve self-sufficiency. Smt. Jojowar's story is a beacon of hope and transformation, demonstrating the power of support and perseverance.



# *Fueled by Desire To Become Self Sufficient*

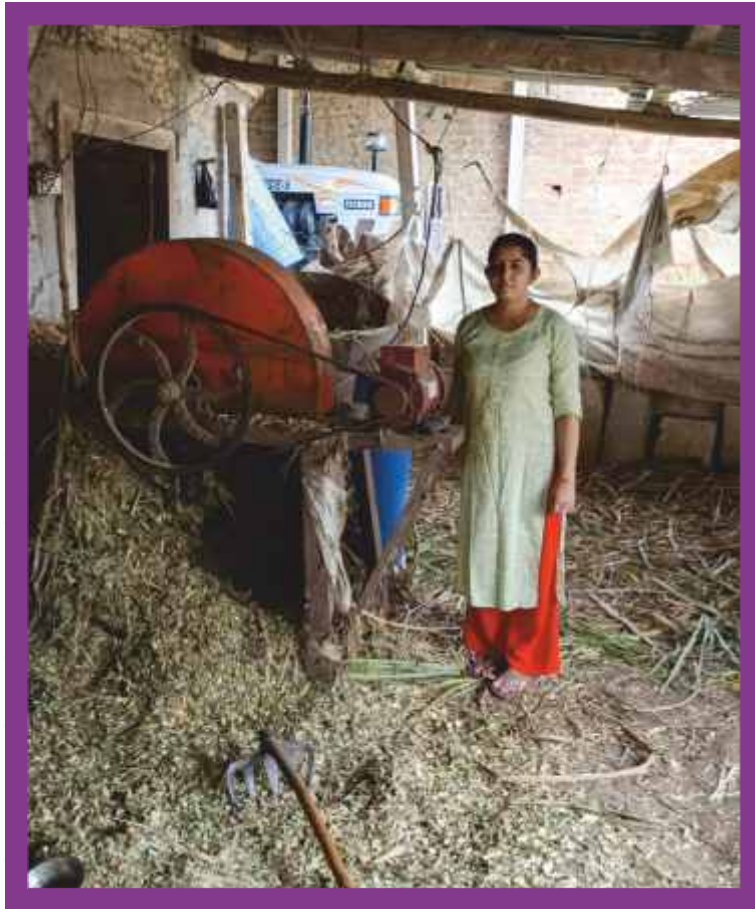


A SUCCESS STORY OF  
**MRS. ARPITABEN DANISHKUMAR PATEL**  
FADOUA SHINOR, VADODARA  
**GUJARAT**

**M**eeet Mrs. Arpitaben Patel, a post-graduate married into an agriculture-focused family, always aspired to contribute more to her family's income. Driven by a desire to make a difference, she embarked on an entrepreneurial journey in animal husbandry, starting a small dairy unit with just four indigenous buffaloes.

Her commitment to learning led her to attend various camps organized by the Department of Animal Husbandry & Dairying. There, she mastered essential skills in feeding practices, artificial insemination, and the latest technologies, alongside hygiene practices crucial for running a successful dairy farm.

In one year, her hard work paid off, yielding a profit of over ₹ 300,000. She reinvested these earnings, expanding her herd by acquiring ten more



buffaloes. Since then, her business has flourished, consistently generating an average annual profit of ₹ 300,000. Today, her farm boasts 14 buffaloes, 4 cows, and 5 buffalo heifers.

In recognition of her exceptional efforts, Mrs. Patel received the "Best Pashupalak Award" for Vadodara District. Her journey from a hopeful entrepreneur to a successful dairy farmer stands as a testament to her dedication and the impact of continuous learning.

# Story of Transformation

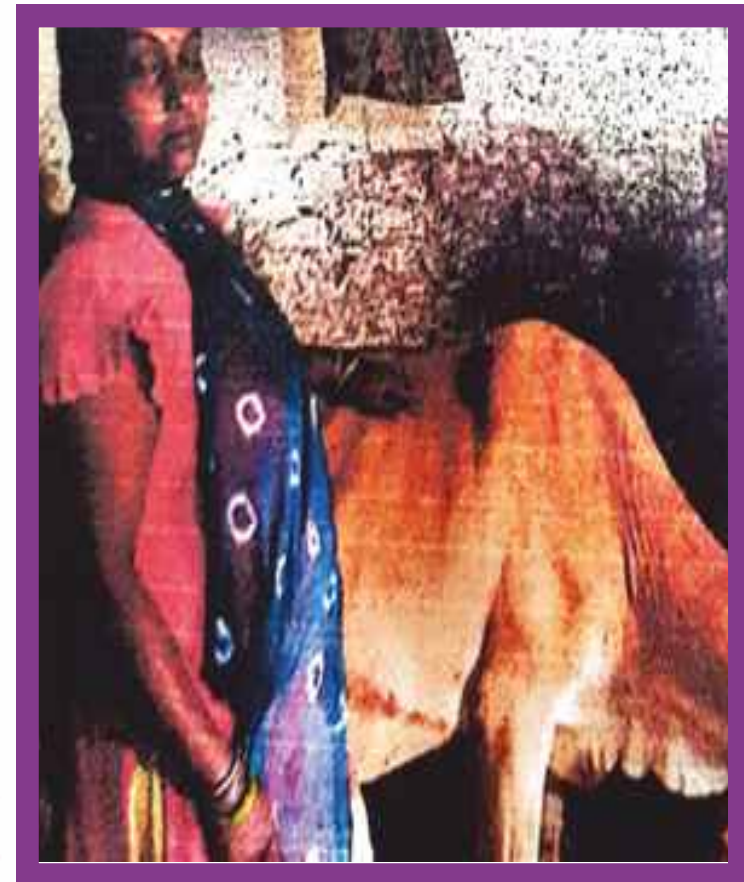


A SUCCESS STORY OF  
**SARASWATI PANDEY**  
ANUPPUR  
**MADHYA PRADESH**

**S**araswati Pandey owned a sweet shop which shut down during covid, leading to economical losses. She did not lose courage and took a firm resolve to stand on her feet once again. She got to know about the Kisan Credit Card Scheme offered by the Department of Animal Husbandry and Dairying and decided to venture into dairy farming.



With a bank loan of ₹ 20,000 at only 3% interest rate, facilitated under the scheme, Saraswati purchased two cows and started her dairy business. The department also provided her with essential training and practical knowledge, including artificial insemination techniques from the local veterinary hospital.



Her efforts quickly paid off: the cows now produce 10 liters of milk daily, which Saraswati sells for a steady income of ₹ 500-600 per day. Over time, she expanded her herd to four cows and three calves and invested in a hectare of land using her dairy earnings. On this land, she grows vegetables and fodder, further boosting her income.











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**Ministry of Fisheries, Animal Husbandry and Dairying**  
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